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THE NATIONAL NEWSPAPER OF MARKETING

After 26 Years . . .

Smith-Corona, C&W Split; New Agency Sought

C&W Was 'Surprised'; Company Expects No Decision for Month

NEW YORK, June 15—Smith-Corona Marchant today issued a tersely worded communique announcing that the company and its agency, Cunningham & Walsh, were parting after 26 years.

The office products manufacturer said the split stemmed from "differences in marketing planning." One adman pinned it a little closer; he attributed the breakup to "Smith-Corona's development and acceleration in recent years."

Said this source: "Smith-Corona has grown from a typewriter company into a widespread, diversified office equipment producer. Today it is selling carbon paper, typewriter ribbons and other office supplies in addition to typewriters and calculators."

The switch from C&W, according to the company, is effective immediately, although Smith-Corona Marchant doesn't expect to

(Continued on Page 104)

FTC Mail Probe Spotlight Falls on Hemorrhoid Wares

WASHINGTON, June 15—A blanket investigation of advertising for hemorrhoid remedies was under way this week, as the staff of the Federal Trade Commission introduced a new technique, which is expected to greatly amplify the commission's ability to move rapidly and effectively into advertising situations in the food, drug and cosmetics industries.

The technique used in the probe of hemorrhoid ads is a two-ply operation. Variations of it will be used in the future for quick investigation of individual companies or entire industries.

In the hemorrhoid study, routine letters of inquiry have been sent to every marketer in the field, asking about advertising activity and about the formula for the product. In those instances where FTC thinks the ads overstate the merits of the product, the polite letter of inquiry has been followed by a subpoena-like "order to report," which requires the marketer to supply a sworn statement covering a multitude of subjects, including the clinical proof, if any, that supports his advertising claims.

■ In some instances where FTC already has accumulated advertis-

(Continued on Page 10)

delicious "3-way" chocolate drink!
HEMO
VITAMIN MINERAL
Borden's

MIX YOUR OWN—*Borden Co. will promote two of its products—Starlac nonfat dry milk and Hemo malted milk mix—as ingredients to be combined with salad oil to make a 900-calorie diet drink. Ads will run in Better Homes & Gardens, Ladies' Home Journal and Reader's Digest in the summer and fall.*

Ads Hike Drug Prices, Say Kefauver Probers

Report Seen Basis for Bill to Force Generic Names, Maker Licenses

WASHINGTON, June 15—Drug industry advertising costs come in for rough treatment in the report of the Kefauver drug investigation which is currently being circulated among members of the Senate judiciary committee.

The report already has been approved by a 4-3 vote, along party lines, in the subcommittee which conducted the drug industry probe. It was discussed inconclusively in the judiciary committee today, and is likely to be cleared for public release in the very near future.

The main theme of the report is that the committee found "excessive and unreasonable drug prices and profits," which were caused by a number of factors, including patent agreements, advertising costs, and control over prices.

During its hearings, the committee's majority persistently contended that advertising has been a major factor contributing to high drug prices. Aside from the actual cost of the ads, Paul Rand Dixon, who was chief counsel of the committee during the drug hearings, has contended that advertising and other promotional efforts provided monopolistic pricing advantages to drug companies, because doctors have been induced to prescribe drugs by brand name, and the patient has had no choice other than to pay what the drug company demanded.

■ The report approved by the subcommittee says the drug industry spends $750,000,000 a year promoting drugs by brand name.

"The committee estimates that these promotion expenses are about four times the total funds available to all medical schools in the U.S. for their educational activities," the report says.

The report says that "testimony before the committee revealed a direct connection between the high cost of drugs and the manner in which they are advertised and sold. The largest drug manufacturers spent an average of 24% of the sales dollar on promotion and advertising to doctors," it declares. "This is in part for the purpose of persuading doctors to prescribe by trade name rather than by generic name. The result is that consumers have to pay prices which are several times the prices for the same product sold under generic name."

■ Release of the report at this time provides a backdrop for hearings on comprehensive legislation tightening federal control over the

(Continued on Page 96)

NAB Tightens Code on Prime Time; Nets Get Extra Power to Rap Violators

Triple Spotting in Prime Time, Extended Billboards Are Out Under New Rules

WASHINGTON, June 15—Television directors of the National Assn. of Broadcasters today ratified new tv code provisions which flatly bar triple spotting in prime viewing periods.

In the past, NAB's tv code has provided that station breaks "shall consist of no more than two announcements plus the conventional sponsored 10-second station ID." A major revision of the commercial provision of the code says that during prime time, which is defined as "a continuous period of not less than three hours of each

(Continued on Page 10)

Old Offenders Will Be Affected Most; 'Good Advertisers' Untouched

By Maurine Christopher

NEW YORK, June 16—Only time and interpretation will show whether the code revisions made this week by the National Assn. of Broadcasters will have any great effect on television.

The time standard revisions are somewhat complicated, with separate provisions set for prime and non-prime time, and the permissives for one sometimes stemming from the prohibitions for the other. Until the shakedown period in the fall, broadcast censors, code officials and agency and advertising

(Continued on Page 95)

Company Member Plan Is Approved by AIA

Group Within AIA to Make Own Rules, to Be Okayed by AIA Board

For other news and pictures of the AIA convention see Pages 2, 3, 54, 98 and 103.

BOSTON, June 13—The Assn. of Industrial Advertisers yesterday voted to open its doors to company membership. The decision, taken at the 39th annual conference, followed a two-year attempt to get the project off the ground. And it met with some articulate last-ditch pleas to keep AIA a strictly individual-member organization, built 'round the chapter system.

The proposal got a 38-to-4 endorsement at the board meeting Sunday and won by a final 173-to-37 vote. Some of the opposition on the board termed the company-member development a threat to AIA's future. Opponents feared the association would become a "Frankenstein devouring the chapter organization."

Carrying the battle to the floor yesterday, Craig Spitz (Victor A. Bennett Co., San Francisco) said that at the board meeting there had been "long debate and a lot of questions, and even an evangelical recanting by a former opponent.

"What did this mean?" he asked. "Simply this. Many of those attending were confused by the complexities of the proposal. The danger lies in the fact that so few realized what this plan would do to our chapters."

■ The conference, however, voted for the plan, put by Jordan D. Wood, chairman of the company membership committee. Mr. Wood said that there was at present "no strictly industrial corporate-type advertising association" and said this was AIA's opportunity to move into the field.

In addition, he said, AIA members had to take a hard look at

(Continued on Page 54)

Benrus Moves Back to L&N

Shrinking Budget Seen as Reflection of Troubled Times in Watch Field

NEW YORK, June 14—Benrus Watch Co. yesterday deposited its somewhat shrunken account at Lennen & Newell, an agency it left some 30 months ago in favor of Grey Advertising Agency. Grey resigned the account earlier this year (AA, June 12).

That Grey resigned the business both ex-client and agency agree. The two don't agree on the present size of the account—Benrus put its expenditures at "less than $1,000,000"; Grey said less than $500,000. Benrus said it spent more

(Continued on Page 104)

Last Minute News Flashes

NAB Board Okays Plan for Code Czar

WASHINGTON, June 16—Directors of the National Assn. of Broadcasters today approved proposals for a powerful code administrator at the vice-presidential level for the association's radio and tv codes. Under the plan, he will have authority to make decisions which until now have been made by code boards. The five-man code boards are to continue; they will pass on appeals from decisions of the administrator and will recommend code changes. The move for tougher code administration was suggested by NAB President LeRoy Collins.

Sawyer-Ferguson-Walker, Ridder-Johns Talk Merger

NEW YORK, June 16—Merger negotiations are under way between Sawyer-Ferguson-Walker Co. and Ridder-Johns Inc., both newspaper representatives. James Larnard Ferguson, president of Sawyer-Ferguson, and Peter Benziger, president, Ridder-Johns, today admitted talks have been going on, but then denied that any merger has been set yet. However, industry sources say an announcement is forthcoming. S-F-W has seven offices and represents 25 newspapers. Ridder-Johns has six offices and represents seven newspapers.

Gooderham & Worts Shifts to Ronalds-Reynolds

TORONTO, June 16—Gooderham & Worts has moved its account from F. H. Hayhurst Co. to Ronalds-Reynolds & Co., effective Aug. 31. The distiller has been billing about $200,000 a year. Its brands include 1832 Decanter, Prince Regent, Coronation, Brown Jug, Twin Seal and Bonded Stock Canadian whiskies.

(Additional News Flashes on Page 95)

Virtual Embargo by Canada Hits U.S. Magazines

Criticizing 'Rehash' Editions, Unit Says Canada Must Back Own Media

OTTAWA, June 16—The report of the royal commission appointed nine months ago to study Canada's periodical publishing industry with a view to insuring its continued existence was issued yesterday. It added up to an attempt to wipe out competition from U.S. publishers.

On the advertising front, the commission recommended:

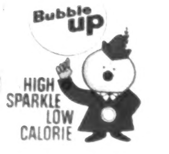
1. That the deduction from income tax by a taxpayer of expenditures incurred from advertising directed at the Canadian market in a foreign periodical, wherever printed, be disallowed.
2. That the entry into Canada

(Continued on Page 12)

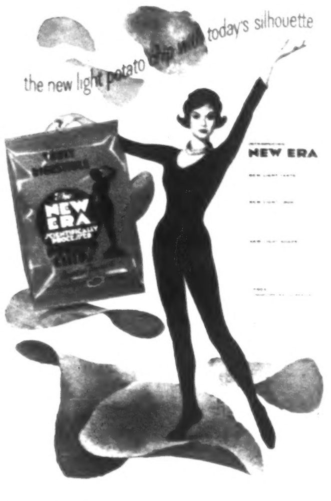
Los Angeles Campaigns for Bubble Up, New Era Chips Follow Teaser Drives

LOS ANGELES, June 15—Los Angelenos were let in on two trade secrets this week.

The first—and deeper—mystery was a cartoon figure who for more than a month has proclaimed from outdoor posters that "Comes soon the Bubblemeister."



In the second mystery, a slinky gal in black leotards, also on outdoor, asked the consumer to dial a telephone number. "What's the latest?" ran the outdoor copy. "Dial WE 7-3450."


the new light potato chip with today's silhouette
NEW ERA

SLINKY—*Frito Co. will introduce its New Era potato chips into the Southern California market via color newspaper pages like this in dailies in eight cities. Erwin Wasey, Ruthrauff & Ryan is the agency.*

Those who dialed heard a feminine voice tell them they could get a free bag of New Era potato chips by sending the wrapper from a 29¢ bag to Frito Co., the marketer.

■ Starting today, however, guessing about these secrets ended. Heavy broadcast and print advertising will inform all that the Bubblemeister belongs to Bubble Up and the lightly clad miss represents New Era potato chips.

Coca-Cola Bottling Co. of Los Angeles, which markets Bubble Up locally, is investing about $100,000 to introduce the "Bubblemeister" character in a radio schedule that includes some 300 spots weekly over 12 local stations. A follow-up to the teaser campaign will also run on outdoor posters. Copy and art will be linked to the cartoon character, and tv spots featuring the Bubblemeister theme will run later this summer. Murphy Associates is the agency.

■ Frito Co. will introduce New Era into the Southern California market via color ads in Los Angeles, Bakersfield, San Diego, Long Beach and Pasadena dailies. The print campaign will be followed by a radio schedule in Los Angeles, San Diego and Bakersfield. Tv spots for the product will break later this summer. Backing the campaign will be a sustaining outdoor schedule, plus point of purchase material. Erwin Wasey, Ruthrauff & Ryan is the agency. =

Lehn & Fink Sets TV Drive for Lysol

NEW YORK, June 15—Lehn & Fink Products Corp. will use summer nighttime television for the first time to promote its Lysol disinfectant.

Participations in seven network tv shows between July 2 and Aug. 27 were ordered because surveys made for the company by A. C. Nielsen Co. showed that Lysol sales reach a seasonal peak during July and August. Commercials will stress the summertime uses of the disinfectant, such as in destroying household odors caused by bacteria, mildew and mold, and offering protection against fungus which could lead to skin infections. Its use as a detergent also will be promoted.

Participations will be run in ABC-TV's "Asphalt Jungle," "Stagecoach West," "Roaring '20s" and "Hong Kong," and in NBC's "Tales of Wells Fargo," "Whispering Smith" and "Tab Hunter Show."

■ The tv push for Lysol will be supplemented with print insertions in year-'round schedules regularly run by Lehn & Fink. Half-column ads this summer will promote Lysol in *Baby Care Manual, Ebony, Family Circle, Farm Journal, Good Housekeeping, Modern Romance, Parents' Magazine, Progressive Farmer, Tan, True Confessions* and *True Story*. In about 12 Negro-market newspapers, 200-line ads will be used.

Geyer, Morey, Madden & Ballard is the agency. =

Harty Freeman Sharp Yellowlees

BIG FOUR—*The Assn. of Industrial Advertisers' new chairman, Thomas A. Yellowlees, Canadian General Electric Co., is congratulated after his acceptance speech by H. A. Harty, Wolverine Tube division, Calumet & Hecla, nominating committee chairman; John Freeman, AIA president; and Jay M. Sharp, Aluminum Co. of America, retiring chairman.*

National Car Rental System's $600,000 Account Goes to JWT

ST. LOUIS, June 13—National Car Rental System today transported its $600,000 advertising account to J. Walter Thompson Co., Chicago. The move becomes effective July 3.

Walter J. Phillips, vp for marketing, told ADVERTISING AGE that JWT won the business because of the agency's "awareness of our system and the car rental field" and because of JWT's excellent background in the automotive and transportation fields.

JWT won the nod over seven other agencies. They were Biddle Co., Campbell-Mithun, Erwin Wasey, Ruthrauff & Ryan, Foote, Cone & Belding, Fulton, Morrissey Co., Kenyon & Eckhardt, and John W. Shaw Advertising.

The winning presentation was made by a JWT quartet composed of Carl von Ammon, vp in charge of new business for Chicago; Thomas H. Wason and Paul Lund, account supervisors, and George H. Eversman, account executive. Mr. Wason has been named to supervise the new account. JWT was selected by a five-man advertising committee.

■ National Car Rental System has been looking for a new agency since last month when Gardner Advertising resigned (AA, May 8). Charles E. Claggett, president of Gardner, said that the election of Tad Hankey of Los Angeles as board chairman of National Car Rental has "resulted in conditions that make it impossible to continue the association."

Gardner also charged that Mr. Hankey invited Foote, Cone to make a presentation to the National Car board without notifying the board in advance. =

Richards Resigns Macfadden Account

NEW YORK, June 15—Fletcher Richards, Calkins & Holden has resigned the account of Macfadden Publications which, via its purchase by Bartell Broadcasting (AA, Feb. 27), has been fused with new blood and new thinking (*for other news of Macfadden, see Page 96*).

Although Fletcher Richards issued no formal word on the move, it was learned that a split had been pending. To quote one Macfadden source: "They beat us to the punch on the resignation. You might say we had agreed to disagree."

The Macfadden business, put at about $60,000 for 1961, was nevertheless termed a "good growth account" by an agency man, as a result of (1) recent Macfadden moves into other media realms, notably Teleglobe pay-tv, and (2) development of publication properties. *Pageant*, for example, has announced that it will start accepting liquor ads when it bows with paid space in October.

■ The Macfadden account in 1959 trailed Bryan Houston, then president of Bryan Houston Inc., to Fletcher Richards when Mr. Houston's shop merged with that agency (AA, June 29, '59). Recent advertising by the publication house has consisted mostly of pages in New York newspapers and business paper insertions.

One adman said Fletcher Richards would continue placing ads for Macfadden until it appointed a new agency. =

De Garmo Adds White Sauce; Elects Russell to Board

De Garmo Inc., New York, has been named to handle advertising for the new instant white sauce of Prospect Enterprises Inc., Stamford, N. Y. The introductory program includes newspapers, radio and tv in central and eastern New York, regional advertising in *Life* and point of sale material.

De Garmo has elected Allen H. Russell, partner in Coudert Bros., New York law firm, to its board.

General Foods Reports 23 More Products in Test

WHITE PLAINS, June 16—General Foods, which has been testing Birds Eye frozen instant baby foods for the past year, has added to its roster of test products another 23 items, whose distribution the company is broadening.

They include Swans Down homemade bread mix in five flavors; Brim "breakfast-in-a-glass" high protein beverage powder; two new dog food items; several new Jell-O flavors and sizes; three Good Seasons mixes; a new dry cereal blend; grapefruit flavor Tang; and 11 new Birds Eye frozen foods, including French fried potatoes in polyethylene bags and assorted vegetable combinations.

At the institutional level, Bouquet vend roast was developed for fresh-brew coffee machines; experimentation took place with a special food service to public feeding outlets by supplying frozen dishes consisting of entrees, sauces and gravies assembled for quick heating and serving; a three-in-one coffee break packet made of single servings of instant Maxwell House, sugar, Pream, and a stir stick was developed; and individual packets of dehydrated soups and Yuban vending coffee were tested.

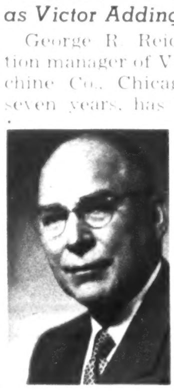
■ These were among new developments at General Foods, as outlined in the company's annual report, to be issued June 19. A few weeks ago, the company announced figures on "the best year General Foods ever had." These showed record sales of $1,160,177,000 and net earnings of $66,821,000.

The report will state that "greater use was made of the General Foods Kitchens seal during the year in advertising and on packages to establish the kitchens as an increasingly important link between the corporation and home kitchens where GF products are used."

Marketing operations were reorganized to provide closer coordination, and a marketing plans board was formed. Two months ago, GF announced it would move headquarters of three divisions—Post, in Battle Creek, Maxwell House, in Hoboken, and Perkins-S. O. S., in Chicago—into its White Plains corporate headquarters. The moves involve about 400 jobs and will begin in the summer of 1962. Manufacturing operations of the three divisions will remain where they are now. =

Reich Succeeds Hulburd as Victor Adding Ad Chief

George R. Reich, sales promotion manager of Victor Adding Machine Co., Chicago, for the past seven years, has been named advertising and sales promotion manager. Fred G. Hulburd, Victor's director of advertising and sales promotion for the past 21 years, will retire June 30.



Fred G. Hulburd

George R. Reich

Mr. Hulburd said he plans to serve as an advertising and sales promotion consultant to a limited number of Florida advertisers.

Highlights of This Week's Issue

Dr. LeRoy S. M. Miner, former head of the American Dental Assn., urges ADA to withdraw its "approval" of Crest toothpaste. Page 1

Leo Burnett says Wilmington newspapers' direct buy plan "overlooks the facts of life." Page 6

Australian advertising expenditure in 1960 was $277,787,000, according to the Australian Assn. of Advertising Agencies. Page 8

Standard Oil Co. of California anticipates no agency consolidation if its proposed merger with Standard Oil of Kentucky goes through. Page 24

Sen. Thomas J. Dodd (D., Conn.), chairman of a Senate juvenile delinquency subcommittee, charges that tv crime, violence and brutality are more prevalent today, despite promises to the contrary by tv broadcasters. Page 30

Thailand has a bright future for the advertising business, say leading advertising chiefs in that kingdom. Page 31

Top ten U. S. banks spend about $20,000,000 annually on advertising, with much of the effort devoted to promoting a friendly, home-town image. Page 41

"Dr. B.," a one-hour documentary concerning doctors, will be co-sponsored by the American Medical Assn. and Merck Sharp & Dohme division of Merck & Co. on NBC-TV. Page 48

Remington Rand Systems division of Sperry Rand Corp. operates its promotions in autonomy, and it's "an ad manager's dream," says Joseph L. Morgan, manager of advertising and sales promotion. Page 50

Trade show space should be purchased by advertising agencies and be subject to the same criteria as other media, according to George Milne, president of Domestic Engineering Co. Page 58

Institute of Appliance Manufacturers hears appeal from retailers for help in combating private-label appliances. Page 60

The food industry is lined up as the next target for the Senate subcommittee on consumer deception. Page 66

Edward B. Rubin, vp of Sloan Ashland Co., shows a method for reducing advertising expenditures to a mathematical formula. Page 73

Supermarkets aren't enjoyable places to shop for 51% of housewives surveyed by Paramount Paper Products Co. Page 91

Clifford Stubbs, vice-chairman of Henry A. London Advertising, tells the Assn. of Industrial Advertisers that it's time for industrial admen to extend their area of influence to include product design. Page 103

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Top Ten U. S. Bank Ad Expenditures Page 41
Nielsen Network TV Page 51
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Waiting for someone important
'61 BUICK

THORNWOOD REVISITED *As reported in Advertising Age last week, the Thornwood fire department decided to finish the repainting job on the commuting station in New York's Westchester county which was begun when the station was used as a backdrop for a Buick ad, shown here. In these pictures the fire department swarms over the building. About 20 of its 60 members worked on the painting project. The pictures were taken by Lucien Greif, of Greif Associates, whose letter to AA (March 27) started the whole story. (Incidentally, the car in the fire department picture is a Dodge Tempest.)*

Marketing Abroad Is Business' 'Most Important Subject,' White Tells AIA

AMF Exec Tells Growth in Overseas Sales, Asks, 'Will They Bowl in India?'

BOSTON, June 13—Many U. S. companies' advertising at home is tops while their international advertising is vintage Victorian, Frank X. White, president of American Machine & Foundry International, told the Assn. of Industrial Advertisers yesterday.

Urging American companies to "embrace international markets wholeheartedly," he said they should regard the development of world markets as worthy of as much effort as the domestic market.

From such a decision would follow application of traditional American skills—"advertising is a good example"—to the special requirements of foreign markets, he said.

AIA Meeting

While many U. S. companies are Victorian in their approach, "we at AMF International have been engaged in a struggle for five years to upgrade our overseas advertising. We have succeeded, to a degree, but we are not yet an Olivetti, or a Schweppes," he said.

Discussing the opportunities of the industrial boom abroad, he said there is not only the international opportunity, but also a challenge and a problem. "If you put all three together, you have, in my opinion, the most import-

(Continued on Page 98)

Mary Carter Paint Account Goes to Ellington

Company's Ad Funds, Plus Co-op Spending, to Hit $2,000,000 in '61

TAMPA, June 14—Mary Carter Paint Co., tooling up for a 50% boost in business this year, has picked Ellington & Co., New York, to handle its advertising.

Ellington was named over at least three others—D'Arcy Advertising Co., St. Louis; Henderson Advertising, Greenville, S. C.; and J. M. Mathes Inc., New York. Ellington got the nod because of its "enthusiasm" and its "creativity," according to Frank T. Barnes, advertising director of Mary Carter.

Mr. Barnes said Carter gave all agencies involved "a free rein" in coming up with suitable advertising approach. He said the looseness of the situation might have frightened some agencies, which were given "so much leeway they didn't think it could be true."

Ellington, however, took the challenge seriously, Mr. Barnes told ADVERTISING AGE. The agency surveyed Mary Carter plants, stores and customers to familiarize itself with the paint company's problems.

"Where we had shortcomings, they said so," Mr. Barnes said, "accepting the risk that we might not like it."

■ The big problem confronting Mary Carter is "administration,"

(Continued on Page 98)

Ford Promotes Miller, Rowlands

DETROIT, June 16—Lincoln Mercury division has named Bruce E. Miller advertising manager, succeeding Harry L. Swan, who recently was made advertising manager of Ford Motor Co.'s new Motorcraft division (AA, June 12).

At the same time, M. J. Rowlands was named sales promotion manager, replacing Mr. Miller. Both men will report to Chase Morsey Jr., division general marketing manager.

M. J. Rowlands

Bruce E. Miller

Mr. Miller came to Ford Motor Co. in 1958 from Foote, Cone & Belding's Detroit office. Since then he has been ad manager for the Lincoln Continental, and later, sales promotion manager for all division car lines.

Mr. Rowlands has been Lincoln Mercury Pittsburgh district sales manager for the past year. Since 1952 he has held sales positions for the division in Chicago, Des Moines and Omaha. ≠

Siegler Heater Appoints EWRR

CENTRALIA, ILL., June 15—Siegler Heater Co., manufacturer of oil, gas and LP home space heaters, has selected Erwin Wasey, Ruthrauff & Ryan, Chicago, as its new agency.

Siegler has been without an agency for the past year, having split last June with Dancer-Fitzgerald-Sample, Chicago, which had handled the account since 1954. Siegler has been billing about $130,000.

EWRR won the business in competition with two other Chicago agencies—Campbell-Mithun and William R. Williams Inc. EWRR has named Hilliard S. Graham as account supervisor and Joseph Furth as account executive. ≠

Pop's Had It—Must Reveal All

WASHINGTON, June 15—The Food & Drug Administration jarred the soda pop industry today by announcing that non-alcoholic carbonated beverages will have to be labeled to disclose their ingredients after June 15, 1962.

The industry has been exempt from label disclosure rules since Jan. 21, '41. The industry has contended that the disclosure requirement would be exceedingly burdensome, since industry members would have to put paper labels on soda pop—or adopt new bottles, with the ingredients imprinted in the glass.

FDA said the exemption was allowed in 1941 because there was reason to believe the soda pop industry would adopt official standards specifying ingredients. Of the many items covered in the 1941 exemption, only soda pop and vanilla extract are currently marketed without either an official standard or a detailed disclosure of contents, FDA said.

FDA's chief, George Larrick, said the decision to remove the exemption for soda pop was made because a vanilla extract standard is now under consideration and the time has come to eliminate the remaining exemption. ≠

Meredith Elects Allen VP

George H. Allen, assistant to the president of Meredith Publishing Co., has been elected a vp. Having worked with Meredith's broadcasting division in New York, he expects to move to the company's Des Moines headquarters some time this summer. Mr. Allen will continue to coordinate planning for all Meredith divisions and affiliates.

Tidy House Names Peterson Head of Marketing, Sales

MINNEAPOLIS, June 15—Warren P. Peterson today was named head of marketing, sales and commercial research of Pillsbury Co.'s Tidy House Products division, Shenandoah, Ia.

Warren Peterson

Mr. Peterson has been a member of Pillsbury's marketing staff since 1947 and marketing director of the grocery products division since 1956.

A spokesman said a successor to Mr. Peterson in the grocery products division and other staff changes probably will be announced early next week. Sam Zaiss continues as Tidy House ad manager, reporting to Mr. Peterson. William M. Church, formerly marketing director of Tidy House, resigned about April 1 to join Abbott Laboratories, Chicago.

Mr. Peterson developed many marketing techniques for Pillsbury, including first simultaneous national introduction of seven baking mixes in 1958. He was manager of the first Bakeoff in 1949. Tidy House was acquired in July, 1960, in Pillsbury's first entry into the non-food grocery products field. ≠

Ekco Products Seeks New Shop as DDB Departs

CHICAGO, June 15—Ekco Products Co. is in the market for a new agency for its housewares division this week following the departure of Doyle Dane Bernbach Inc.

Ekco told ADVERTISING AGE that it has interviewed no agencies as yet and added that it probably will decide next week how to go about finding a successor to Doyle Dane, which took over the account from Dancer-Fitzgerald-Sample just 15 months ago (AA, Mar. 21, '60). Ekco reportedly has been billing about $350,000, a reduction from its budget a year ago of $650,000.

■ The split, which was made by mutual agreement, was caused primarily by the acquisition earlier this month of International Silver Co. by DDB (AA, June 5). The principal product area conflict was stainless steel tableware products, which are marketed by both Ekco and International Silver.

The agency told AA that it knew of the problem before accepting International Silver, but did not consider it a conflict since Ekco did not consider it a conflict since Ekco did no national advertising for its line, and because the products "constituted a very small percentage of each company's business." DDB said that Ekco had told the agency that it didn't think it was a good idea to take International Silver but did not forbid the agency to take the account.

■ On the other hand, International Silver had no objection to the agency handling Ekco, DDB said. International Silver, which left Young & Rubicam after 35 years, bills about $1,000,000.

Ekco said the product conflict was not the only reason for the split but declined to cite other reasons. The split does not affect Ekco's other agencies—Mills, Fife & MacDonald, which has its bakery division, and Grant Advertising, which handles export ads. ≠

K&E Shuffles Execs Again as Ule, Brady Leave

Chairman Lewis Takes Over Creative; Dietz Heads Market Services

NEW YORK, June 13—Kenyon & Eckhardt, an agency that has been on a plateau for five years, today announced a major reorganization.

David C. Stewart, who became president last year, announced the resignations of two senior vps, G. Maxwell Ule and Barrett Brady. Mr. Ule was director of marketing services; Mr. Brady was creative director. Each was a member of the agency's board.

David Stewart

William B. Lewis

William B. Lewis, board chairman and Mr. Stewart's predecessor as president, has assumed the direction of creative services. He will be assisted by Howard M. Wilson, who has been named senior vp-creative services.

W. Stephens Dietz has been promoted to senior vp and director of all marketing services. Mr. Dietz also won a place on the agency's top-ruling executive committee, which is headed by Edwin Cox as chairman. Other members of this committee are Messrs. Stewart and Lewis.

Howard M. Wilson

W. S. Dietz

It was also announced that Mr. Stewart will now direct all account management operations.

■ Messrs. Ule and Brady said today that they plan to take vacations before announcing their plans. Mr. Ule said he expects to take a post that will keep him in "the problem-solving area of marketing." Mr. Brady said he expects to remain in the agency business.

Maxwell Ule

Barrett Brady

Mr. Ule was with K&E for 12 years. He was previously research director in the Chicago office of McCann-Erickson. Mr. Brady was copy chief of Warwick & Legler before joining K&E in 1954.

Steve Dietz, the new executive committee member, came to K&E in 1955 from Ogilvy, Benson & Mather, where he was an account

(Continued on Page 10)

Ex-ADA Head Hits Dental Group 'Approval' of Crest

NEW YORK, June 14—Renewed criticism of the American Dental Assn. for recognizing Crest toothpaste as a decay preventive was voiced today by a former ADA president.

Dr. LeRoy S. M. Miner said he hoped publicity given his criticism would be a method of persuading action by the ADA to rescind its controversial endorsement of Crest. "All of us have been hoping the ADA would say it has not approved or endorsed Crest. We've been waiting, but so far nothing's happened."

Dr. Miner said he was speaking as an individual and his only concern was public health. He said Crest advertising caused people to think that the stannous fluoride dentifrice is a "panacea" and consequently they have neglected other dental care measures, including visits to the dentist.

▪ Dr. Miner was dean of the Harvard school of dental medicine from 1924 to 1944 and served as ADA president in 1937. Earlier this week he joined the vocal minority of ADA members who have been disputing the association's first commercial recognition of a dentifrice almost since the day it occurred last August.

He said advertising gave the impression that Crest was ADA approved when it was only recognized in a Class B category. Informed that all Crest advertising was cleared through the ADA, Dr. Miner commented: "If ADA approved the ads, that puts P&G in the clear and makes the ADA suspect."

▪ P&G replied that the Boston dentist's charges are "ridiculous" and said "Crest advertising is a factual presentation of claims supported by years of extensive clinical testing, supervised by acknowledged dental authorities. All clinical tests were conducted according to standards established by the ADA itself."

Crest advertising has contained an ADA-approved sentence: "Crest has been shown to be an effective decay preventive dentifrice that can be of significant value when used in a conscientiously applied program of oral hygiene and regular professional care."

▪ The ADA, in replying to Dr. Miner's statement, said P&G has lived up to its agreement to limit advertising claims to those supported by adequate research. It denied Dr. Miner's charge that people believe Crest is a panacea which allows reduced brushing and fewer visits to the dentist.

Dr. Miner said today he believes the number of dentists opposing the ADA action is growing and he expects other dentists will take up the cudgel before the next ADA annual meeting in Philadelphia in October and attempt to have the Crest recognition withdrawn. He added that he might hold additional press conferences in New York and Philadelphia before the meeting, depending on reaction to this week's pronouncement.

Efforts to withdraw Crest recognition at ADA's last annual meeting were overwhelmingly defeated by a vote of 279 to 94. An ADVERTISING AGE survey of 500 ADA members last August found them in favor of the endorsement by about a two-to-one majority.

▪ Last December, ADA sent letters to about 85 food, variety and drug chains urging them not to exaggerate claims for Crest in local advertising and displays and reported it had complaints about the use of the words "approval" and "endorsement" instead of "recognition."

ADA reported promises of cooperation "without exception," but its letter to the trade provoked reaction by two major Crest competitors who thought consumers as well as retailers ought to be notified that the words "endorses" or "approves" are exaggerations.

Crest's share of the toothpaste market was thought now to be about double the 11% it had before the ADA move. ≠

Modern
Guild
Dowell
Lybeck

TOUR—*Guild, Bascom & Bonfigli was host to the advertising division of the Special Libraries Assn. in San Francisco during its convention there. Walter Guild, agency president, shows Marilyn Modern, librarian of the American Assn. of Advertising Agencies; May Dowell, manager of special projects division of CBS News; and Pauline E. Lybeck, librarian of TrB, around the agency.*

Goodson, Todman Acquire, Rename 'Chester Times'

CHESTER, PA., June 15—The *Delaware County Daily Times*, formerly the *Chester Times*, has been sold to Central States Publishing Inc., headed by William S. Todman, president; Mark Goodson, board chairman (both television producers); and Ralph Ingersoll, exec vp and managing director.

Sale price was not disclosed, but Robert S. Howard, who purchased the 85-year-old paper in 1955, was understood to have paid about $2,000,000 for it.

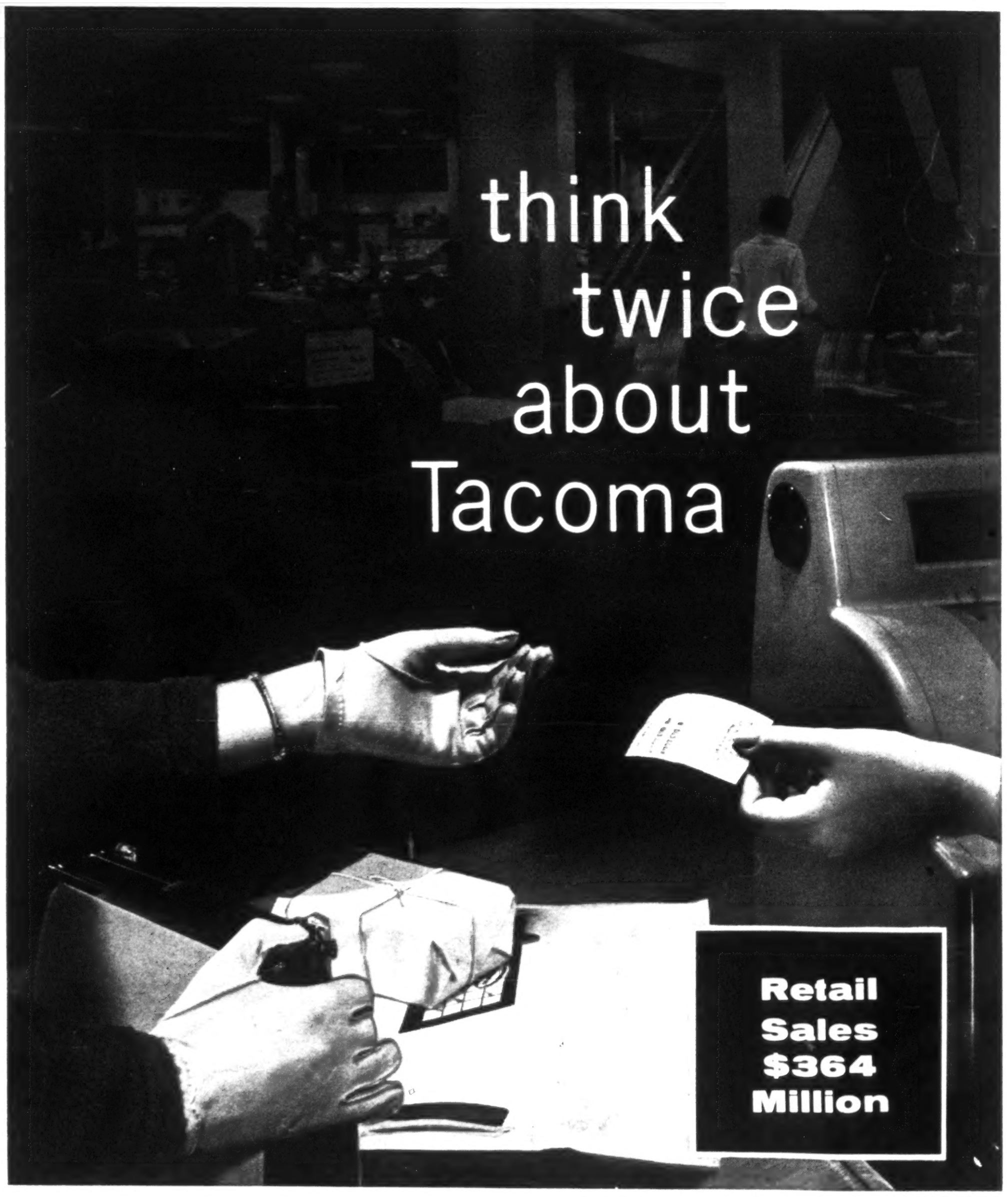
The *Times* has a circulation of 39,732. Central States Publishing recently acquired the *Trentonian*.

Mr. Goodson and Mr. Todman are owners of Goodson-Todman Productions and the creators of "Stop the Music." ≠

Marketers Elect Loepp

Industrial Marketers of Detroit has named Robert A. Loepp, assistant advertising manager of I-T-E Circuit Breaker Co., Bulldog Electric Products division, president. Other new officers are James E. Jones, Burroughs Corp.; James R. Gentile, D. P. Brother & Co.; and Marvin E. Olson, McGraw-Hill Publishing Co., vps; Wallace K. Ponder, *New Equipment Digest*, secretary; and L. L. Druckenmiller, Ross Roy-BSF&D, treasurer.

Planning a promotion in the Pacific Northwest?



SEATTLE
TACOMA

Washington State's Puget Sound Circle is a vital, growing, concentrated market. In selling this market, your distribution, sales, and merchandising forces cover both Seattle *and Tacoma*. Your advertising must do the same. That means Tacoma is an essential buy on every Pacific Northwest newspaper schedule!

1. Tacoma *must* be covered if you want full selling effectiveness in the Puget Sound Circle—biggest market north of San Francisco.

2. Tacoma can be covered only by the Tacoma News Tribune—delivering 82.1%* coverage of the metro area. No outside daily (or combination) can provide you with merchandisable coverage in the Tacoma market.

*Newspaper Rates and Data

TACOMA NEWS TRIBUNE—An "A" schedule *must*. Circulation now more than 86,000.
Ask the man from Sawyer-Ferguson-Walker Company.

WHAT CAN 3,200,000 NEW MOTHERS DO FOR YOU IN 1961?

They can boost your sales to a new all-time high.

In 1961, GIFT PAX can sample your product to 3,200,000 new mothers. It will place your samples into the hands of these new mothers right at the hospital bedside, when the impact is greatest.

Gift-Pax®

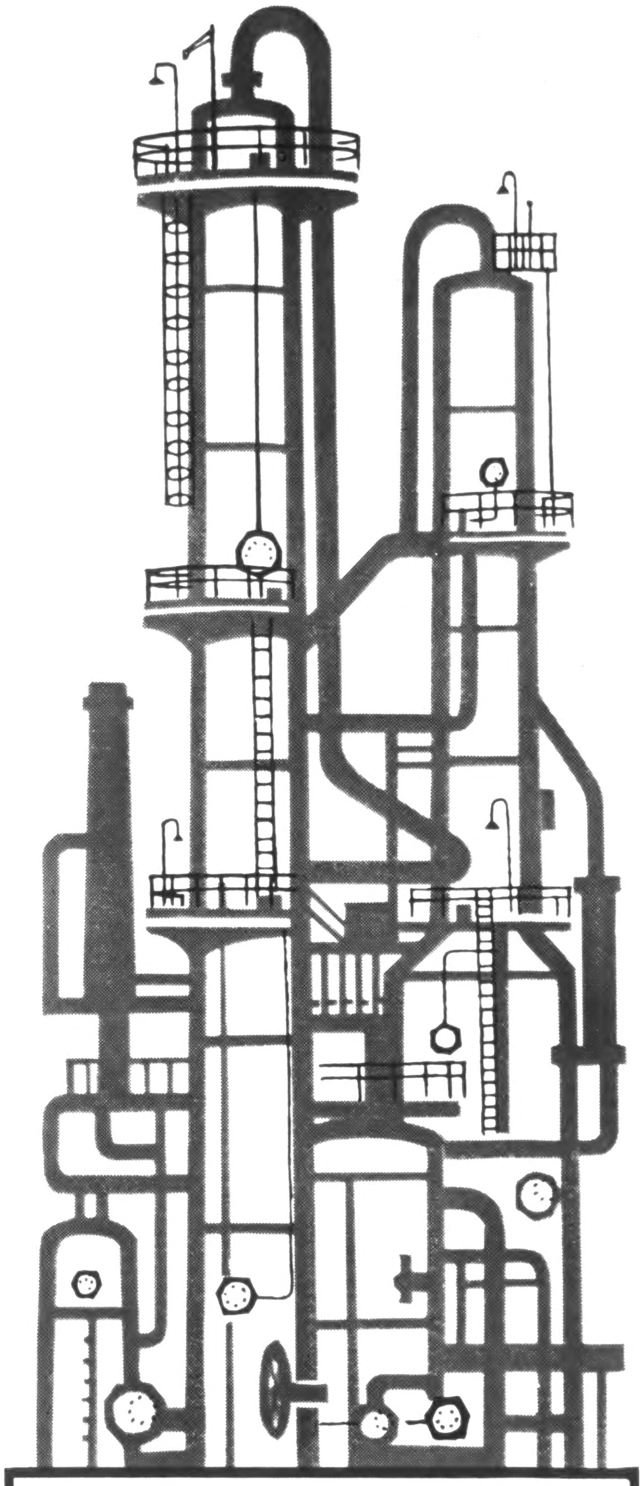
CONTROLLED PRODUCT SAMPLING
to NEW MOTHERS IN HOSPITALS

A low cost test can be arranged for any area you wish. Phone IVanhoe 5-0660, or write to

Gift-Pax® Inc.
25 Hempstead Gardens Drive
West Hempstead, L. I., N. Y.
United States *Canada* *United Kingdom*

A MAJOR OIL COMPANY

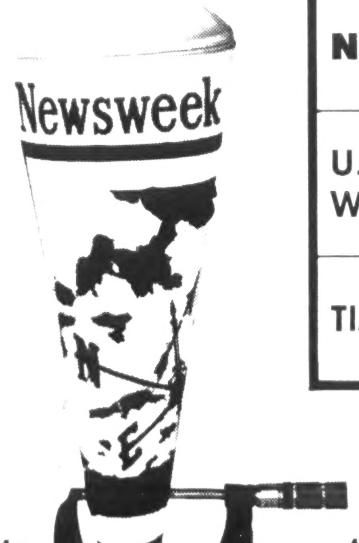
found that,
among the newsweeklies,
NEWSWEEK REACHES
ITS CUSTOMERS
AND PROSPECTS
MOST EFFICIENTLY!



A leading petroleum refiner, in cooperation with Newsweek, recently conducted its own marketing and research study among buyers of industrial lubricants and cutting oils. The company selected its sample from its list of customers and prospects. The results reconfirm the fact that the efficient method of reaching the people *who buy* is . . . Newsweek.

A MAJOR OIL COMPANY
888 CUSTOMERS AND PROSPECTS

*based on current one-time black-and-white page rates	% COVERAGE (read within last two weeks)	COST PER MENTION*
NEWSWEEK	30.1	**$29.27**
U. S. NEWS & WORLD REPORT	16.7	42.87
TIME	29.4	54.79



by industry's own measurements . . . *the most efficient newsweekly*

Delaware Dailies' Direct Buy Setup Skips Ad 'Facts of Life': Burnett

It's What Ad Says, Not Space Buy, That Counts, Says Adman

CHICAGO, June 14—The move by the *Wilmington News* and *Journal*, allowing advertisers to buy direct and avoid the 15% agency commission, tends to "bring advertising down to the level of a commodity and, by failing to support and encourage a system which has made advertising the effective selling tool that it is, overlooks the facts of life," according to agency chairman Leo Burnett.

"I can't help being reminded of the late Albert Lasker," Mr. Burnett said in a letter to ADVERTISING AGE. "He started in the advertising business virtually as a space broker, but learned very quickly that it is what you put into that space that counts.

"An adequate, generally accepted compensation system for the people who fill the space, in my opinion, certainly deserves primary consideration and will continue to do so among experienced advertisers who are footing the bills."

■ Len Matthews, marketing vp of Leo Burnett Co., said the step toward eliminating the rate differential between local and national advertising, which the Wilmington newspapers also took, "is a concession long sought from newspapers by national advertisers and their agencies."

Mr. Matthews was critical of the direct buy provision, however: "Up to now, no one has come up with an improvement over the 15% commission system. Until a better means of agency compensation has been found and *proved*, we believe that the advertisers' best interests are served by the present system, where the medium grants the 15% commission.

"Although, to my knowledge, this is the first daily newspaper which has made a move of this kind, we do not view it as being the 'bombshell' which ADVERTISING AGE believes it could be," Mr. Matthews said. ⌗

Seaton Adds Duties, 2 Rejoin 'Western Farm' in Realignment

Fred A. Seaton, publisher of *Western Farm Life*, Denver, has added duties as over-all general manager as well as publisher in a realignment of personnel. Two longtime employes, E. M. (Gene) McKim and Ray Shavlik, are rejoining the company in executive positions. Mr. McKim, who had been ad manager from 1945 through 1958, has been named director of advertising and assistant to the publisher. For the past two-and-a-half years Mr. McKim has been an advertising sales representative for a group of religious and trade publications. Lloyd S. Procter continues as ad manager.

Mr. Shavlik, who will become business manager and circulation director, was with the company 24 years until 1952, when he joined Golden Bell Press and later was business manager of Rogers Publishing Co.

New Houston Agency Formed

Donald B. Clark and Edward M. Norton have organized Berkley Agency Inc., with headquarters at 3011 San Jacinto, Houston. The new agency will absorb the clients of Wayne Duddlesten & Associates, Houston, which is being dissolved. Mr. Clark and Mr. Norton formerly were executives with the Duddlesten agency.

It's here!
It's here!
It's crystal clear!
Teem
Teem
Teem
Teem

NEW LOOK—*Teem's new theme gets its first magazine exposure in a four-color insertion scheduled for the Kansas-Missouri-Iowa-Nebraska edition of the June 20 Saturday Evening Post.*

Pepsi Sets New Theme for Teem

NEW YORK, June 13—Pepsi-Cola Co. today announced a new advertising theme for Teem, its lemon-lime drink. The theme runs like this:

It's here! It's here! It's crystal clear
New Teem—in the bright green bottle
It's tingling, it's refreshing—perfectly light
Lemon and lime teamed up just right.

Another ingredient in the new Teem theme is the tag-line: "Pepsi-Cola Co. makes Teem—that's why it's so good."

■ Batten, Barton, Durstine & Osborn, Pepsi's agency, devised the new theme, which will be used by local bottlers in newspaper, radio-tv and outdoor ads. The parent company will support the local effort with four-color insertions in regional editions of the *Saturday Evening Post*.

Introduced in April, 1959, Teem is now available in 135 markets, covering more than 25% of the national population. ⌗

Parshall Named Marketing Manager of H. J. Heinz Co.

William H. Parshall, manager of advertising of H. J. Heinz Co., Pittsburgh, has been named to the new position of manager, marketing services. James A. Gordon, assistant advertising manager, will succeed Mr. Parshall.

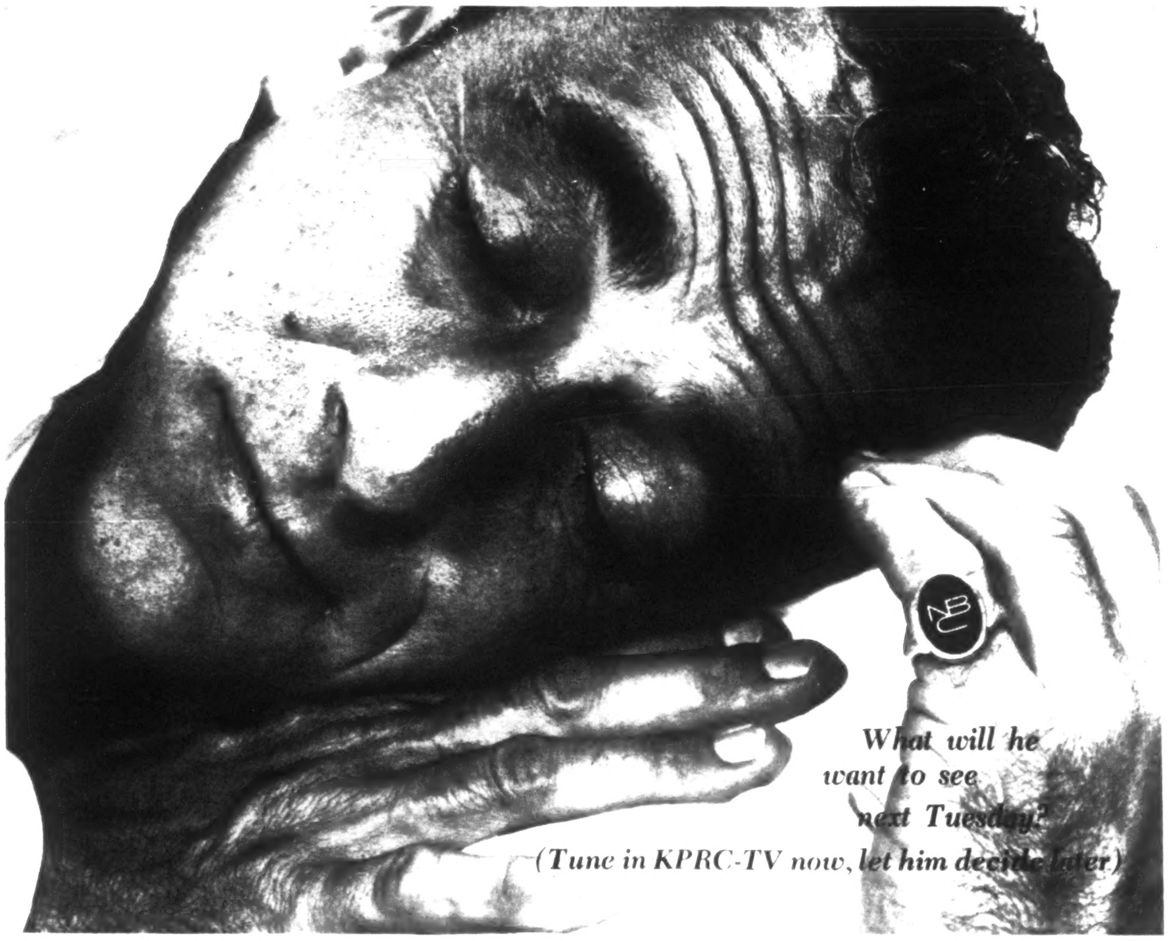
William Parshall

James A. Gordon

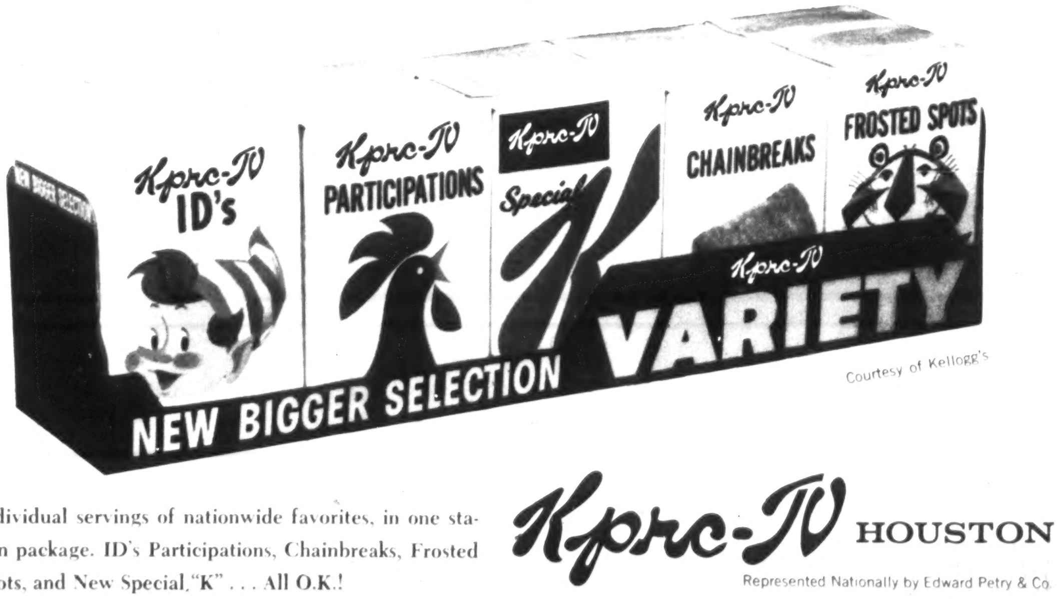
Mr. Parshall, who joined Heinz in 1935, has been manager of advertising for the past three years. Mr. Gordon, who was named assistant ad manager last year, joined the company in 1946.

Tillotson Is New Publisher of 'Flower & Garden'

John E. Tillotson II has been named publisher of *Flower & Garden* and *Flower & Garden Merchandiser*, Kansas City, succeeding his father, who has retired. The younger Mr. Tillotson will also remain as president of Modern Handicraft Inc., publisher of *Workbasket* and *Workbench*.


What will he want to see next Tuesday?
(Tune in KPRC-TV now, let him decide later)
NBC

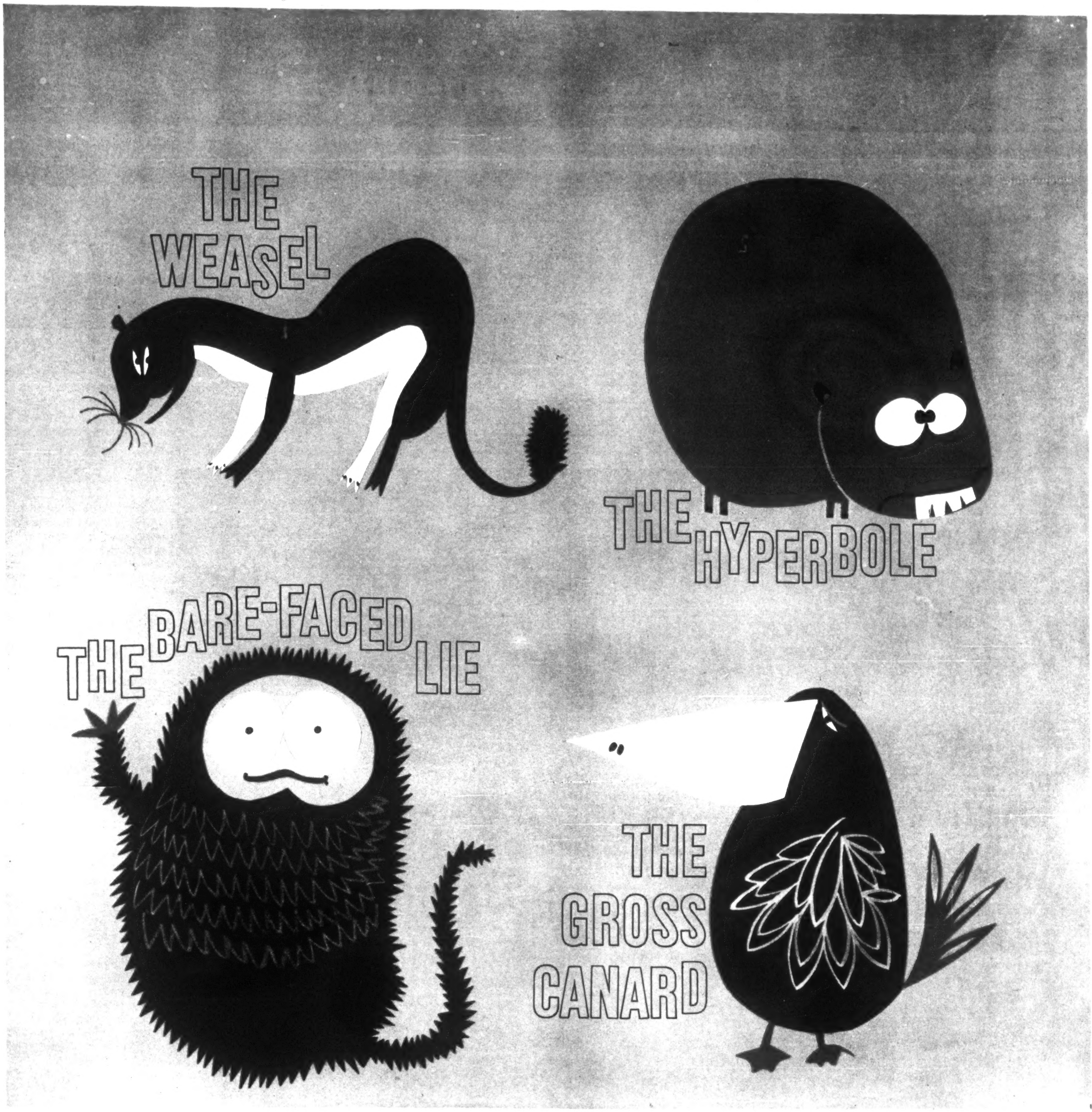
The best to you each morning
--noon and night



Individual servings of nationwide favorites, in one station package. ID's Participations, Chainbreaks, Frosted Spots, and New Special "K" . . . All O.K.!

Kprc-TV HOUSTON

Represented Nationally by Edward Petry & Co.



The Post protects its readers from these predatory beasts in its advertising pages. Happily for us, and for the state of the advertising industry, we have to reject very few ads. But refuse some we do. The Post sets the pace for America's readers. They swear by it, buy by it. Their faith and loyalty are worth far more to us (and to you) than the money.

If you are advertising a new product, untried by the reader, will she believe your claims? It depends. It depends, of course, on copywriting skill. And on reader-viewer-listener attitude toward the medium in which the advertising appears. And—research now tells us—on frequency of exposure. The new Rochester Study indicates that two exposures to the same Post ad page have three times the effect of one on the reader's belief in product claims. It seems that, in addition to its reputation, the reading weekly brings still more conviction to its advertising pages. Your Post ad page in a single issue gets millions more repeat exposures than the same ad in the picture magazines. The number-one magazine for reading is your number-one magazine for selling.

THE SATURDAY EVENING
POST
THE INFLUENTIALS MAGAZINE

Australia Ads in '60 Rose Slightly to $277,787,000

SYDNEY, June 14—Australian advertising expenditures in 1960 have been placed at £A123,460,900 ($277,787,000).

This is the figure reported in a new booklet issued by the Australian Assn. of Advertising Agencies. The booklet, which covers 1960 expenditures in all media, is based on a 15-month study conducted by Bruce Tart Research Service.

The organization's figure is quite close to the total reported last year by the George Patterson agency, which estimated 1959 expenditures at $272,250,000.

This is the breakdown of spending in media:

Medium	Total	% of Total
Press	$156,600,000	56.5%
Direct mail	33,750,000	12.1
Television	31,000,000	11.2
Poster	24,750,000	9.0
Radio	22,500,000	8.0
Cinema	9,000,000	3.1

National advertisers, the study estimates, spent a total of $168,525,000 on all media during 1960, with all categories of retailers and the amusement industry spending $79,650,000.

In the press, it is estimated that national advertisers spent a total of $81,000,000 and retailers and the amusement trade a total of $29,700,000 during 1960.

■ Most important daily newspaper advertiser is the paint and accessories field, which spent $9,000,000 in the medium during 1960, followed by finance and insurance advertising totaling $4,500,000, and cars and trucks, which spent $3,375,000.

Finance and insurance is the most important category of Sunday newspaper advertisers, spending $1,290,000, followed by cars and trucks, $560,000, and food, with a $400,000 expenditure.

The top women's press advertiser category is food, with a $1,800,000 expenditure, followed by women's toiletries, $1,460,000, and clothing, $1,190,000.

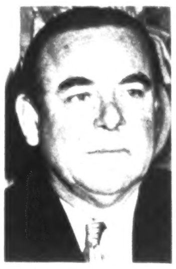
■ Television breakdown is $27,675,000 by national advertisers, $3,000,000 by retailers and $200,000 by the amusement trade.

Top television advertiser category is food, with 1960 expenditure assessed at $6,750,000, followed by gasoline and oil at $2,000,000 and only slightly less, smoking and accessories at $1,980,000.

Of radio's $22,500,000, some $10,125,000 was derived from national advertising and $12,375,000 from retail.

Announcing the release of these expenditure figures, President Lindsay J. MacNamara, of the Australian Four A's, said that the association had decided some time ago to fill the pressing need for practical working figures on Australian advertising expenditures, with special emphasis on press and television spending by product groups.

ALBRIGHT JOINS AGENCY AS CHAIRMAN

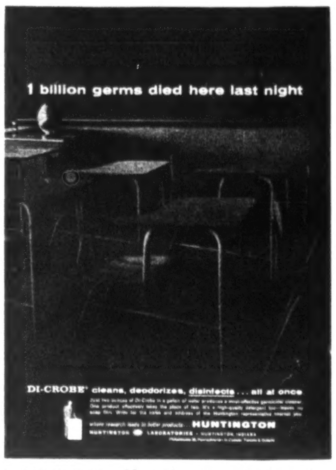

Sydney J. Albright

SYDNEY, June 13—Sydney J. Albright, well-known in the American film industry and former Australian managing director of 20th Century Fox, has gone into advertising.

He has become chairman of a medium-size agency, Marketing Services of Sydney.

This follows the agency's recent expansion and acquisition of such accounts as Formica plastics and Beutron buttons.

Mr. Albright arrived in 1942 from the U.S. as a war correspondent for NBC and subsequently headed 20th Century Fox and Movietone News. He was founder and first president of the American Club in Sydney. #


1 billion germs died here last night
DI-CROBE* cleans, deodorizes, disinfects ... all at once
where research leads to better products... HUNTINGTON
HUNTINGTON LABORATORIES · HUNTINGTON, INDIANA

INTERRUPTER—*Huntington Laboratories, Huntington, Ind., maker of sanitation, maintenance and supplies for hospitals and schools, is running this ad during June in school management publications as an "interrupter" for its conventional series. Bonsib Inc., Fort Wayne, is the agency.*

Help Wanted Ads for Campbell Are Non-Discriminatory

CAMDEN, N. J., June 14—Campbell Soup Co. has quietly adjusted its help wanted advertising policy, and the company wants everyone to know about it.

J. A. Nixon, employment manager of the company, acknowledged that Campbell now adds to all of its advertising for skilled or unskilled help the following sentence: "All qualified applicants will receive consideration for employment without regard to race, creed, color or national origin."

This came to notice in an ad for a marketing research analyst, which the company ran in ADVERTISING AGE's June 12 issue.

Mr. Nixon told ADVERTISING AGE that his company is following to the letter President Kennedy's March 5 executive order for companies doing business with the government. This requires (1) no discrimination; (2) that the contractor's advertising mention "without regard to race, etc."; and that (3) the contractor send the requirements to unions involved.

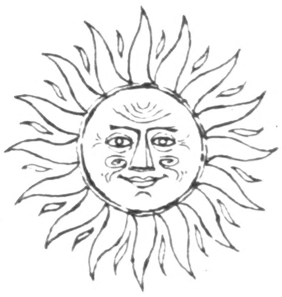
■ He said Campbell set this policy in motion on April 5, when the President's executive order went into effect. The company advertises for skilled help in New York, Philadelphia, Washington and Chicago dailies and the *Wall Street Journal*.

How have results been? Campbell has gotten some results, but not enough Negroes have applied, Mr. Nixon said. One of the reasons for this is that many Negroes are not skilled in the required jobs. He has hopes that the number will increase.

He said Campbell plans to continue this policy, but that he cannot understand why some of the other large companies doing business with the government are not following these regulations in advertising. He would not name names. #

Minor Joins Haywood

Haywood Publishing Co., Chicago, has named Charles F. Minor Jr. vp and business manager of *Electric Light & Power*. He formerly was with McGraw-Hill.



NOTHING SELLS AIR CONDITIONING LIKE TEXAS WEATHER

The *climate's* the thing!

Dallas' long, hot summers are a favorable *climate* for air conditioning. More necessity than luxury, even doghouses get air conditioned in Big D. And The Dallas News, with its circulation more concentrated at upper income levels, is *climate*-right, to sell air conditioning.

NOTHING SELLS BIG D LIKE THE NEWS!

MORE than the greater reach of The News' larger circulation, it's The News' selling-*climate* that moves merchandise. The friendly atmosphere of good faith gives advertising in The News an extra measure of conviction, assurance.

Air conditioning comes high. Competition is keen in this most air conditioned area in the nation. Naturally all makers want in on Big D's big business. In Dallas, as nowhere else, the believability of air conditioning copy is important.

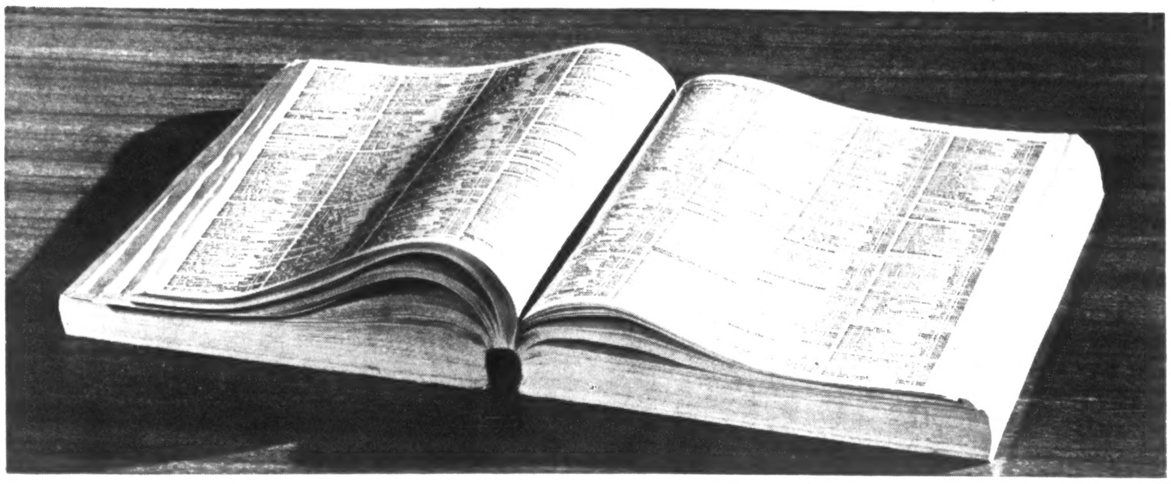
That's why The News carries 46.7% more national air conditioning linage than Dallas' other paper—and more local dealer linage as well.

The right climate sells. Reach deeper into North Texans' ample pockets with your advertising in the *climate*-right Dallas News!

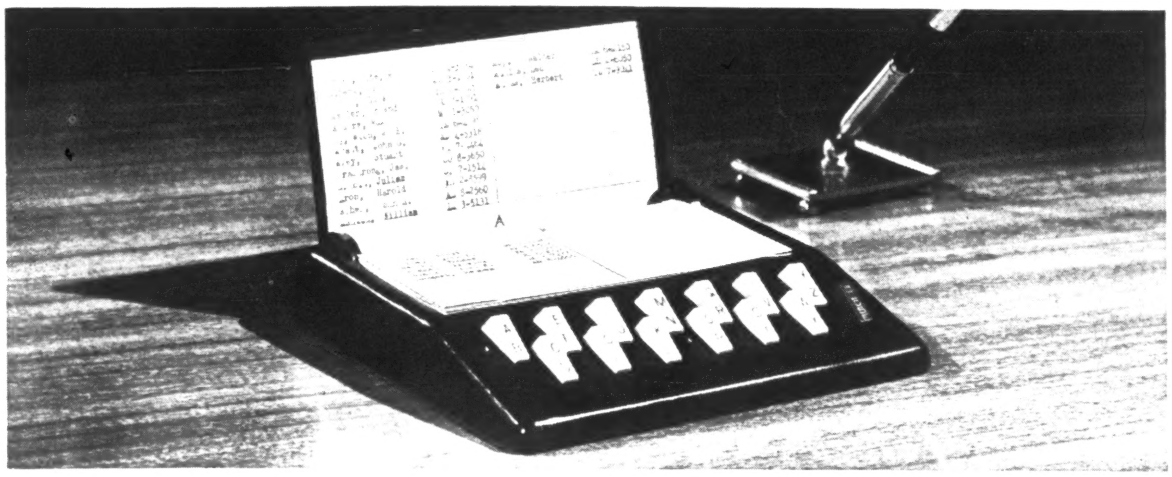
The Dallas Morning News

CRESMER & WOODWARD, INC., National Representative
THE LEONARD CO., Florida Travel Representative

Not just numbers of people . . .

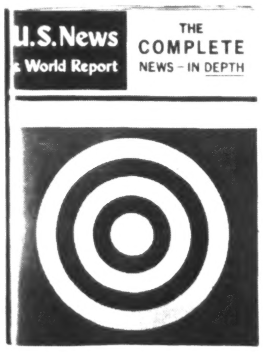


. . . but meaningful numbers!



To more and more advertisers who count circulation in terms of customers and prospects, here's . . .

the most important magazine of all



Above you see two telephone directories, such as you probably use. One contains the numbers of "everybody." The other concentrates on the "somebodies," the relevant numbers you want and need. Advertising media are like that.

Your advertising may address itself to impressive numbers of people, but in the final analysis it will communicate meaningfully only with those relevant numbers who qualify as customers and prospects, or people important in other ways to your company's growth and progress.

It is in "U.S.News & World Report" that companies are finding the greatest efficiency and economy in advertising directed to a highly concentrated market of such customers and prospects.

Factual documented studies* make clear that this largely unduplicated audience is composed of key people in business, industry, government, the professions and the community. Their average family income is higher than that of any other news magazine or any magazine with a circulation of more than one million. They are the buyers, not bystanders, in the American marketplace.

What attracts these responsible, high-income people to "U.S.News & World Report" week after week? The particular requirement they have in common is the need to be well-informed. They read and use the facts of national and international developments, as reported in depth by "U.S.News & World Report." It is a constant factor in the shaping of their business and personal decisions.

In this magazine they do not find the frothy, the flippant, or the extraneous. They do find the essential news and news analysis—and original news found nowhere else. All skillfully, readably put together by America's top editors and journalists. Put together for important, decision-making readers who are in absolute earnest about what they seek, what they want, what they will carefully read and use when they open the pages of "U.S.News & World Report."

In short . . . meaningful numbers of people.

U.S.NEWS & WORLD REPORT

America's Class News Magazine

Now more than 1,200,000 net paid circulation.

*Call or write for the full documented, detailed facts on "U.S.News & World Report"—the kind of readers and advertisers its content naturally attracts and why more and more of these national advertisers are using this publication, ahead of all others, to spearhead their advertising campaigns. Ask your advertising agency or call our advertising offices at 45 Rockefeller Plaza, New York 20, N. Y. Other advertising offices in Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, Los Angeles, San Francisco and Washington.

K&E Shuffles Execs Again as Ule, Brady Leave

(Continued from Page 3)

executive. Previously, he had been with Ted Bates & Co. Mr. Dietz was named K&E's vp in charge of merchandising and publicity in 1956 and became a marketing services group vp in 1959.

Howi Wilson has been with K&E for 10 years. He became director of the copy department in 1956 and most recently has been working on the Ford account. Prior to joining the agency, he was a copy supervisor with the Kudner Agency and New York copy chief with Dickie-Raymond Co.

The reorganization culminates a series of top-level management shifts over the past five years. During that period Kenyon & Eckhardt slipped from 7th to 12th place among U.S. agencies, and lost more than half of its 1956 board of directors.

For K&E, an agency whose history stretches back more than 30 years, the golden years were 1954 and 1955. In those two years it was one of the hottest agencies on Madison Ave., picking up such accounts as Radio Corp. of America, Equitable Life Assurance, Pepsi-Cola, Whirlpool, Lincoln Division of Ford, Mennen's shaving creams, Glass Containers Manufacturers Institute and Shell Oil's public relations advertising.

■ Billings zoomed upwards from $42,000,000 in 1953 to $51,000,000 in 1954, $68,000,000 in 1955 and $81,000,000 in 1956. The agency, at that point, was billing more than Ted Bates & Co., Leo Burnett Co., Dancer-Fitzgerald-Sample and Foote, Cone & Belding.

But although K&E billings have continued to climb at a moderate pace, Bates, Burnett, D-F-S and FC&B have all passed K&E since 1956. The agency has sustained some severe losses in accounts and personnel. RCA, Equitable Life, Pepsi, Wilson & Co. and Chase Manhattan have all departed. Lever Bros. pulled all of its brands out of the shop earlier this year.

Helping somewhat to offset these losses have been increased Brylcreem billings and Mead Johnson's Metrecal, which blossomed overnight into a $10,000,000 account. The agency began this year billing about $90,000,000. Its No. 1 account is Ford Motor Co., for which it handles institutional advertising, the Mercury division and the Lincoln-Mercury Dealers Assn.

■ Some observers trace the agency's difficulties back to the Friday afternoon in 1956 when it was decided to create a new top echelon of senior vps. Named to these senior vp posts were Mr. Stewart, then treasurer; Messrs. Brady and Ule; Anderson Hewitt; and Don Miller.

This move was resented by other top-level executives and led to dissension that became a common topic of gossip around Madison Ave. It resulted shortly in the resignations of two directors—Hal Davis, pr director, now with Grey Advertising Agency, and Wickcliffe W. Crider, radio-tv director, now with Young & Rubicam.

Anderson Hewitt, who came into the agency from Ogilvy, Benson & Mather with the Chase Manhattan billings, subsequently left to join Compton Advertising, the bank account moving after him. Don Miller, who had headed the Ford account, also left, to become marketing director of B. F. Goodrich.

With the new reorganization, only one of these senior vps of 1956 still remains with the agency—and he survives as president.

Of the 13-man board of directors K&E had in 1956, only five remain: Messrs. Stewart, Cox and Lewis; Joseph P. Braun, media director; and G. T. C. Fry, who had been RCA account supervisor and who is now head of the Detroit office, in charge of the Ford account.

Messrs. Hewitt, Davis, Crider, Miller and Ule were all members of this 1956 board. The other three members were D'Arcy Brophy, Dwight Mills and Gerald Link, all of whom have since retired from the agency. #

Alcoa's plain and fancy ways
to dress a building on a budget

BEST SELLER—*This is one of the ads in the Alumalure finish campaign which won the AIA 1961 Best Seller Award for Aluminum Co. of America (see story on Page 54).*

FTC Mail Probe Spotlight Falls on Hemorrhoid Wares

(Continued from Page 1)

ing materials, the commission staff skipped the polite letter of inquiry and sent out the "order to report" without further ado. Reportedly, there have been about nine such "orders to report."

The new mass production technique for investigating food, drug and cosmetics advertising was authorized by the commission at a meeting on May 16. But the first official word of this major change of pace at FTC did not come out until today, when FTC Chairman Paul Rand Dixon was testifying before the Senate appropriations committee.

Turning to new methods which are being introduced in an effort to make FTC more effective, Chairman Dixon told committee members the new technique was being used because it enables FTC to cover an entire industry simultaneously, with far less effort than is required when investigators are sent to individual companies.

■ He cautioned the senators that the new system of investigation is certain to result in "a tremendous amount of information," which FTC will need to examine. "This could mean that our present backlog of cases, which amounts to more than 3,000, would be increased to 5,000," he said.

FTC sources emphasize that the "investigate-by-mail" technique will be used in a variety of situations, and for a variety of reasons. The resolution authorizing the staff to use the investigate-by-mail system is sufficiently broad and it can be used for individual companies, as well as for industry-wide situations.

Although to require submission of sworn statements (roughly similar to subpoena power) has been in the FTC act since 1914, it was first used on a large scale less than 15 months ago.

■ As part of the rejuvenation process that enveloped the commission in early 1961, FTC experimented with a mailing to all the members of the Florida citrus industry, inquiring about their policies with respect to payment of brokerage fees. As a result, complaints and consent orders were issued against almost all the members of the industry.

■ Subsequently, FTC used the mail reply method to probe promotion payments in the food chain business, promotion payments to department stores by the apparel industry, and deceptive pricing by members of the photographic equipment industry.

While each of the preceding mail investigation moves had been specifically authorized by a vote of the commission, the resolution approved by FTC May 16 provides blanket power for the staff to use mail investigation in any situation which it sees fit. The demands for information are drafted at the staff level, and they go out under the signature of the secretary of the commission.

■ The resolution authorizes the staff to "use all compulsory processes available" to investigate "the organization, business, conduct, practices, management, and relation to other corporations, partnerships and individuals, of corporations engaged in the advertising, sale and shipment of foods, drugs, cosmetics and devices."

In the hemorrhoid industry investigation, FTC is matching advertising claims against proof of efficacy for the product. Other industrywide studies now in preparation deal with such problems as guarantees.

The essential advantage for FTC is that the questionnaires provide "complete information" promptly, either for an individual company or an entire industry. FTC staff members see advantages for business men, too.

"All industry members engaged in a particular practice are hit at the same time, and there are no nagging FTC agents thumbing through company books and causing confusion," they say.

■ A typical questionnaire inquires into (1) Organization of the company; (2) formula; (3) advertising during the past six months; (4) data on the role played by the agency in preparing and placing the advertising; and (5) data to support advertising claims.

At present, FTC allows 60 days for a reply. If there is no satisfactory response, a notice of default is issued. After another 30 days, FTC is in position to impose fines.

"The important thing here is that we have covered everyone, and we really know what is going on," an FTC staff member explained. "Our monitoring programs turn up most of the important advertisers. But we are never sure we have covered everyone." #

NAB Tightens Code on Prime Time Ads

(Continued from Page 1)

broadcast day within the station's highest rate time period"—spot announcements scheduled between programs "shall consist of not more than two announcements plus non-commercial copy such as station identification or public service announcements."

■ The ban on triple spotting came in the face of warnings that FCC Chairman Newton Minow would be concerned if the impending increase of the length of commercial announcements during network breaks resulted in an increase in the number of commercials. While the new code language specifically bans triple spotting, it retains the long-standing provision that station breaks "shall not exceed 70 seconds."

In addition to the ban on triple spotting, NAB also made other major changes in the commercial provisions of the tv code:

• Reduced the possible maximum commercial time in prime viewing time participation programs by specifying that no program in prime time can have more than four minutes.

• Sought to put a limit on billboards, public service announcements and promotional announcements by including them in the four minutes of announcement time permitted in each half hour of prime time programming.

• Adopted a new table simplifying, but not changing, the commercial time standards for non-prime time.

■ Meanwhile, the radio board approved an amendment to the radio code specifying that hemorrhoid remedies and feminine hygiene products are unacceptable. The action was based on a recommendation of the radio code board early this month.

The radio board also adopted a radio code amendment clarifying a sentence on the section of contests. The new language says, "Contests shall be conducted with fairness to all entrants and shall comply with all pertinent federal, state and local laws and regulations."

■ E. K. Hartenbower, vp and general manager of KCMO-TV, Kansas City, and chairman of the tv code review board, said the tv code change is "a significant step toward a new concept in which the code board directs its attention to obtaining maximum program time." He said, "We believe both the viewer and the advertiser will gain." The changes are to be effective Oct. 29, when tv reverts to standard time.

Before approving the changes, the tv board made only one substantative change in the recommendations submitted by the tv code board. Under the plan proposed by the code board, prime time would have involved three-and-a-half continuous hours of highest rate time. But this period of most stringent code limitations was pared down to three hours in the material that emerged from the tv code board.

■ The changes in commercial time will involve only the prime viewing period. In the past, a maximum of three minutes of commercial time was allowed per half hour for an individual sponsored program and six minutes for participation programs. While the new plan allows four minutes regardless of the type of program, NAB sources say the amount of commercial time on participating programs will be cut sharply and the actual commercial time on sponsored programs will be about the same because the new four-minute limit blankets the billboards, promotional announcements and public service announcements, which formerly were on top of the commercial time.

■ NAB's standards for non-commercial time continue to allow 1:15 minutes of commercial per five minutes of program; 2:10 minutes per 10 minutes; 3 minutes per 15 minutes; 4:15 per half hour; 5:45 for 45 minutes; and seven minutes per hour. In non-prime time, station breaks can continue to include "not more than two announcements plus the conventional sponsored 10 second station ID." In non-prime time, participation programs can continue to contain up to six minutes of commercial for any 30 minutes. In non-prime periods, billboards will not be regarded as part of commercial time.

In personnel changes, George C. Hatch, president, KALL, Salt Lake City, was elected chairman of the radio board of directors, and Joseph H. Higgins, vp and general manager, WTHI, Terre Haute, vice-chairman. Mr. Hatch succeeds Thomas C. Bostic, president of Cascade Broadcasting Co., Yakima, Wash., whose term expired in May.

Shell Plans New TV Golf Film Series

NEW YORK, June 16—Shell Oil Co. has selected golf coverage for an expanded institutional tv campaign.

Neither Shell nor Kenyon & Eckhardt will talk about their plans, but a top account man from the agency and a representative of the company reportedly already have gone to St. Andrew's in Scotland, where one film in the 11-week international golf series will be shot. The shows will be filmed by Filmways.

CBS-TV has Shell's golf matches penciled in for Sundays from 4 to 5 p.m., EST, starting in mid-January. The programs, to be filmed at courses around the world, are expected to be aired weekly.

■ This more than doubles the tv institutional pace set by the oil company in the 1960-'61 season. During that period Shell carried a total of four Leonard Bernstein "Young People's Concerts" in the same CBS Sunday afternoon time period. There are no 1961-'62 sponsors yet for these Bernstein telecasts, which are still available to Shell should the company decide to renew. #

McAllister Joins Lipton as Advertising VP

Kenneth McAllister, formerly senior vp of Benton & Bowles, has been appointed vp-advertising of Thomas J. Lipton Inc., New York.

Kenneth McAllister

Mr. McAllister fills a post vacated last year by William B. Smith, who resigned to join Mead Corp. Prior to joining B&B in 1955, Mr. McAllister was vp and plans board secretary of Sullivan, Stauffer, Colwell & Bayles, now the Lipton tea agency.

WKNB, New Britain, Sold

WKNB, New Britain, Conn., radio station, has been sold by Beacon Broadcasting Corp. to the newly formed Hartford County Broadcasting Corp. Louis A. Sodokoff, formerly vp and director of Howard Stores Corp., is president and sole stockholder of the new owner.

phonon maser
phonon maser
phonon maser

. . . engineers read about it first, in Electronic News

An impure ruby nestles in a hoarfrost of unbelievably cold air, while unrelenting men pelt it with inaudible sound.

And a new phenomenon is discovered.

It is called the phonon maser effect. It means that if you stimulate the atoms in a ruby crystal with electro-magnetic energy and then feed sound waves into the ruby, the sound waves will emerge amplified.

Commercially, it is either immensely significant, or not worth a hill of beans. Nobody knows enough about it yet.

But electronic engineers care enough about it. It represents the latest advance in solid state physics. And, as with other technical developments in electronics, engineers read the first report in the pages of Electronic News.

Today's Index
Electronic News®
THE INDUSTRY'S WEEKLY NEWSPAPER • A FAIRCHILD PUBLICATION
TEN CENTS
Kennedy Defense Plan
Spur to Industry

Virtual Embargo by Canada Hits U.S. Magazines

(Continued from Page 1)

from abroad of a periodical containing domestic advertising be excluded under the customs tariff; and it urged that "domestic advertising" include postcards, coupons and inserts contained in a periodical and indicating the availability of a product or service in Canada.

3. That circulation practices be changed, with much stiffer rates imposed on foreign publications.

■ Also, the commission recommended that existing Canadian legislation be strictly enforced against illegal or fraudulent claims contained in overflow advertising circulating in Canada, and made on behalf of goods and services available in Canada.

Also, that catalogs entering Canada from abroad be subject to the same taxes and duties as other printed advertising matter.

Within the frame of the commission's recommendations and conclusions there wasn't much doubt that the target of the inquiry consisted of the two U.S. magazines which have been so successful in Canada—the Canadian edition of *Time* and the Canadian editions of *Reader's Digest*.

The commission asserted that it was the duty of Canadian advertisers to support Canadian media. It went on to say that communications media should be aware of their responsibilities and not be used merely for "republication of editorial matter to support an advertising structure."

■ The commission defined a Canadian publication in terms which seemed specifically drawn to make future publication of *Time* and *Reader's Digest* impossible:

A Canadian publication was defined as "one published in Canada, owned either by Canadian citizens or, if a corporation, by a company incorporated under the laws of Canada or one of its provinces which is controlled and directed by Canadian citizens and is not a licensee of, or otherwise substantially the same as, a periodical owned or controlled outside Canada."

Similarly, a Canadian periodical was defined as one edited in Canada "by a staff normally resident in Canada," and its typesetting, mechanical production and publication must be from a place or places within Canada.

The commission also recommended that use of a combined rate ought to be prohibited by an amendment to the Combines Investigation Act (anti-trust legislation), and that editorial or other reading matter contained in publications entered as second class mail, and for publication of which valuable consideration is paid or promised, must be marked "advertisement."

■ The commission's recommendations and conclusions must still be submitted to Parliament for action before they become law.

Over-all aim of the commission's recommendations, it said, was to "prevent the diversion of Canadian advertising expenditures from Canadian periodicals." The recommendations "strike at split runs, regional editions, 'Canadian' sections, 'Canadian' editions and any other techniques of diversion which exist now or may be developed in the future."

The commission added that its recommendations "do not bear upon any Canadian periodicals, and they do not affect foreign cultural, 'little,' consumer or business periodicals in any language unless they are used as carriers of domestic advertising."

According to the commission, Canadians are obliged to support their own media. "A nation's domestic advertising expenditures should be devoted to the support of its own media of communications," it said.

"The right of Canadians to their own media of communication," it continued, "implies that they should not be served with merely a rehash of editorial matter cheaply obtained from abroad for re-use in this country. There can be no excuse for the republication in Canada of periodicals which are not much more than facsimiles of those abroad."

■ On the subject of French-language Canadian periodicals, the commission said, "One of the greatest threats to the survival of the French periodical press in Canada is the manipulation of combined advertising rates to provide extraordinary discounts for advertisers using both the English and French editions of periodicals."

The commission asserted that the practice should not go "unrestricted." It urged that "use of a combined rate should be prohibited by an amendment to the Combines Investigation Act." Its reason: "Because virtually all purchasers of advertising in both languages are large companies serving predominantly English markets, their primary interest is the publisher's English edition, so that the effect of a 'combined rate' works against the French-language periodicals." #

Enter the
BREAST O'CHICKEN TUNA SWIMSUIT SPLASH
WIN A WARDROBE OF
3 Catalina swimsuits
HERE'S ALL YOU DO:
Breast O'Chicken

BIG SPLASH—*Breast O'Chicken tuna, San Diego, is using two-color, big space ads like this in 71 newspapers to promote a June contest involving a prize of three Catalina swimsuits. Point of sale material is supporting the promotion, via D'Arcy Advertising.*

Here's Background on Magazine Tax Hassle in Canada

TORONTO, June 15—In 1956, the Liberal government, anxious to protect native Canadian publications, instituted a tax amounting to 13.9% of the ad rates charged by "foreign" magazines. The tax applied to publications using Canadian advertising material in editions in which the editorial content was identical or substantially the same as that contained in "home" editions. The tax—originally, but erroneously, called a 20% impost—went into effect Jan. 1, 1957, the same day *Reader's Digest* of Canada boosted its rates by 13.9%.

- In 1957 a protesting *Time* paid the government a reported $500,000; *Reader's Digest* refused to pay and took the matter to court, calling the tax discriminatory and unenforceable.
- In June, 1958, the newly elected Conservative government repealed the tax, on the ground that it was "unjust and ineffective."
- Less than six months later, ADVERTISING AGE learned that a group of Canadian publishers had been pressing Prime Minister Diefenbaker for a review of the tax situation and for "some appropriate action." The group pointed to "the growing aggression of foreign magazines" and resulting "cultural, employment and financial losses to Canadians." They said: "Unless something is done immediately, our national press will die."
- Last September, Prime Minister Diefenbaker named a three-man royal commission to find a method of protecting Canadian magazines against "unfair" U.S. competition. The commission was said to be part of a government plan to safeguard Canadian interests in general against U.S. domination.
- For a year prior to the establishment of the commission, Postmaster General William Hamilton, onetime adman, had headed a quasi-official committee that tried unsuccessfully to come up with workable answers to the Canadian-versus-U.S. magazines problem.
- Last November, the commission listened to arguments by Canada's Periodical Press Assn., the Business Newspapers Assn. of Canada and Maclean-Hunter Publishing Co. These groups urged action against (1) U.S. overflow magazine circulation, (2) Canadian editions of U.S. periodicals, and (3) regional editions of U.S. magazines, and thus to "insure the preservation of a genuinely Canadian periodical press." Opposition was chiefly provided by Reader's Digest Assn. (Canada) and Time International of Canada.

Time warned of "harmful consequences" if the government intervened and altered "the economic situation of Canadian publishers by affecting the conditions under which readers and advertisers express their preference among magazines or among all advertising media."

The *Digest* said Canadian magazines were "healthy," and as an industry, in better shape than magazines in the U.S. or Britain.

- Last December, Fawcett Publications told the commission that its monthly, *True*, was ending its Canadian edition immediately.
- *Newsweek* testified it was neither contemplating a Canadian edition nor planning to make available to advertisers its Canadian circulation as a regional edition. *Newsweek* cautioned the commission, however, that "circulation or advertising deterrents against U.S. publications" might not "provide the answers you are seeking." *Newsweek* asked: "Can you be sure that advertising dollars diverted by whatever means from American magazines would be spent in Canadian magazines, that they would not go to competing media?"
- In May, this year, *Reader's Digest*, with a Canadian circulation of over 1,000,000, moved into new headquarters in Montreal and placed ads in newspapers saying it was a $9,000,000-a-year factor in the Canadian economy, employing 430 Canadian workers. *Time*, meanwhile, was completing plans to print its Canadian edition in Canada.

Meanwhile, the government today was still in the courts trying to collect $1,000,000 from the *Digest*, money it contended the magazine owed under the old 13.9% tax law. #

'Time,' 'Digest' Decry Canadian 'Anti-U.S.' Rule

TORONTO, June 16—Both Time Inc. here and Reader's Digest Assn. (Canada), Montreal—which have extensive circulation in Canada—reacted with strong statements of protest today over the Royal Commission on Publications' proposed regulations for U.S.-based magazines operating in Canada (*see story on Page 1*).

Time Inc. charged that the commission is trying "to destroy *Time* in Canada" and the Reader's Digest Assn. described the regulations as "discriminatory" and expressed a belief that the *Digest* would be able to go on publishing.

■ Lawrence E. Laybourne, managing director of Time International of Canada, made the following statement:

"While the Royal Commission report is ambiguous and contradictory on critical points, the clear intention seems to be to destroy *Time* in Canada. We cannot believe that the government would adopt such recommendations or that the Canadian people would approve such action.

"The commission did not find or report a single point of evidence that *Time* has used its resources to compete unfairly with Canadian-owned magazines. *Time's* apparent offense is a double one, in that its excellence is appreciated by the Canadian people, and that it is therefore profitable. The commission itself notes that there are 'no direct Canadian editorial competitors' to *Time*, and that 'the Canadian market is probably too small' for a purely Canadian news magazine.

"As the commission knows, *Time* has plainly indicated its willingness to transfer a large additional part of its publishing and editorial operations from the U. S. to Canada. But *Time* in Canada obviously could not survive the proposals put forth by the commission."

■ A statement released by E. Paul Zimmerman, president of Reader's Digest Assn. (Canada), declared:

"We feel that in well over a decade of doing business in Canada, we have competed fairly and have operated as a good corporate citizen. We are in business here for one main reason: Over 1,100,000 Canadians want to buy our magazines. Our company exists primarily to meet that demand. We have nothing but pride in our Canadian record.

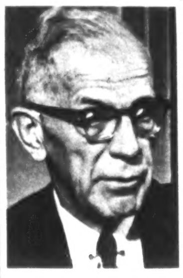
■ "Our submissions to the Royal Commission clearly outlined why we feel we operate fairly:

- "Two *Digest* editions in Canada publish international editorial material used by 29 *Digest* editions around the world. The costs of that material are borne by all 29 editions. The cost per article paid by the Canadian editions is comparable to the cost per article paid by major Canadian magazines for the articles they publish.
- "For years now the *Digest* has used every possible Canadian source of materials, supplies and labor. We have an all-Canadian staff. Over 1,000 Canadians are employed because we are in business in Canada.

"We have not had the opportunity to study the complete report of the Royal Commission on Publications as yet. However, we do feel that certain of the regulations are discriminatory to *Reader's Digest*, which has carried on a Canadian publishing operation for over 13 years." #

Chester Lang, 68, Former GE Ad and PR Head, Is Dead

SCHENECTADY, N. Y., June 16—Chester H. Lang, 68, who retired six years ago as General Electric Co.'s 1st vp for public relations, died yesterday of a heart attack.



Chester Lang

Mr. Lang, a bouncy, puckish man who served 36 years with GE in auditing, publicity, advertising, sales promotion, budget control, broadcasting and industrial marketing, was named a vp in 1941 and ten years later was named to head the company's over-all pr operation. When he retired in 1955, he spelled out some of the homespun maxims that guided him in that job:

"Personal relations are terrific."

"We don't fly blind around here."

"The man on the spot—the man who is known as Joe or Jim to the members of his church or his teammates in the local bowling league—is the one who can most easily help some plant manager or engineer solve his problem."

■ As comptroller of GE's budget, his penchant for thrift once made C. C. Chesney, then vp in charge of manufacturing, point out that thrift is for old men: "You ought to tell me how to spend money to make it."

As a result, Mr. Lang initiated daring and (for the time) apparently extravagant sales and publicity programs. Named manager of advertising, manager of the publicity department and manager of broadcasting in 1932, he flew over Schenectady that year in the dirigible "Los Angeles" to mark the opening of GE's pioneer radio station, WGY.

■ In 1940, he was named manager of sales, apparatus department, and the following year was named a vp. During World War II, Mr. Lang was chairman of GE's war projects committee, and ten years later he returned to publicity when named to head the pr division.

Mr. Lang was a former president of the Advertising Federation of America, and from 1952 to 1955 coordinated the Advertising Council's "Engineers Wanted" campaign.

"I guess some people would call me a gregarious extrovert," he told ADVERTISING AGE on his retirement. On those grounds, he did not foresee an idle retirement, and forecast: "I may or may not run either for Congress or for mayor of Schenectady—who knows?" In the end he wound up as a member of the board of regents of the University of the State of New York, to which the legislature elected him in 1957.

Of his job at GE, ADVERTISING AGE once said:

"In the case of General Electric and Chet Lang, two factors—a firm belief in the efficiency of research and extension of a company personality dominated by honest humility—have added up to produce that atmosphere." #

Stewart Retires as Publisher

George C. Stewart is retiring from his job as publisher and advertising manager of *The Constructioneer*. No successor has yet been named. Mr. Stewart will remain president of A. T. DeLaMare Co., New York, publisher of *Florists Exchange & Horticultural Trade World*.

Off will come the jacket if the sun gets too warm. Prepared, adaptable . . . a "Metropolitan personality."

METROPOLITAN BROADCASTING

205 East 67th Street, New York 21, N.Y.

TELEVISION STATIONS

WNEW-TV New York, N.Y.
WTTG Washington, D.C.
KOVR Sacramento-Stockton, California
WTVH Peoria, Illinois
WTVP Decatur, Illinois

RADIO STATIONS

WNEW New York, N.Y.
WHK Cleveland, Ohio
WIP Philadelphia, Pa.

A DIVISION OF METROMEDIA, INC

other divisions are:

Foster and Kleiser, Outdoor Advertising operating in Washington, Oregon, Arizona, and California

Worldwide Broadcasting, WRUL Radio

GOWN-LANVIN CASTILLO, PARIS, PHOTO-PETER FINK

We've moved in Chicago

OUR NEW ADDRESS:
9th Floor, The Blair Building
645 North Michigan Ave. (at Erie)
Chicago 11, Illinois
Phone: SU 7-2300

JOHN BLAIR & COMPANY
founded 1933 – exclusively radio

BLAIR-TV
founded 1948 – the first company formed to serve television stations exclusively

BLAIR TELEVISION ASSOCIATES
founded 1954 – a further extension of the Blair principle of specialized tv selling

Information for Advertisers

National Assn. of Broadcasters, 1771 N Street, N.W., Washington, D. C., has published an updated edition of its handbook listing 108 separate awards and citations given in the radio-television field. The 48-page booklet gives full details on each award, along with the name and address of the sponsor.

• A market study of discount stores, shopping centers and open and closed-door consumer organizations has been completed by **Chain Store Guide.** The directory lists names of corporate executives, presidents, owners and general managers and indicates corporate affiliations, and indicates the size of the store and how it is operated. Copies of the "1961 Directory of Discount Centers," priced at $40 each, are available from *Chain Store Guide*, 2 Park Ave., New York 16.

• The third edition of "Glossary of Packaging Terms," now a part of Federal Standard 75 by reference, is available from the **Packaging Institute,** 342 Madison Ave., New York 17. Copies are priced at $3.50 each.

• Population, employment, retail outlets and effective buying income in Kalamazoo, Mich., are included in a market data brochure, available from the **Kalamazoo Gazette,** Kalamazoo, Mich.

• A folder titled, "Take Charleston for Example," lists population for Charleston, W. Va., and 25 other cities and lists their national rank in population, income, retail sales, etc. It may be obtained from the **Charleston Gazette** and **Daily Mail,** Charleston, W. Va.

• A booklet entitled, "Canadian Public Feeding & Housing Field," includes the number of hotels, motels, hospitals and institutions in Canada, volume of meals sold and construction outlays. The booklet is available from **Canadian Hotel Review & Restaurant,** 481 University Ave., Toronto 2. ≡

Martin Appoints Saas

B. J. Martin Co., Chicago, has appointed Warren F. Saas western manager of *Electrified Industry* and *Today's Business*. He will headquarter in the company's Chicago office. Mr. Saas was formerly a vp of Morrison Publishing Co.

'Bulletin' Magazine to Bow

The *Philadelphia Bulletin's* new Sunday rotogravure magazine will be called *Sunday Bulletin Magazine*. The first issue will be included in the Sept. 10 editions of the newspaper. Bernard A. Bergman is editor.

Buchanan Boosts Roffman

Harvey A. Roffman, a former Treasury Department official, who has been with Buchanan-Thomas, Omaha, since May, 1959, has been named vp and merchandising director of the agency.

Waltz Joins Penton

Donald H. Waltz has joined Penton Publishing Co. as district manager of *New Equipment Digest* in the Pittsburgh area. Mr. Waltz was formerly Pittsburgh district manager of *Mill & Factory*.

Wermen & Schorr Adds One

Wermen & Schorr, Philadelphia, has been named to handle advertising for Instructo Products Co., division of Jacronda Mfg. Co., Philadelphia. Instructo produces educational aids.

Falstaff Appoints McAvity

Falstaff Brewing Co., St. Louis, has appointed Peter M. McAvity, formerly assistant division sales manager of the central division, merchandising manager, a new post.

Gates Joins Carr Liggett

Stanley M. Gates, formerly a Westinghouse account executive with Fuller & Smith & Ross, Pittsburgh, has joined Carr Liggett Advertising, Cleveland, as an account executive.

REACH YOUR BEST EXPORT CUSTOMERS
U.S.A. EXPORT
CANADA
CANADA

WITH CANADIAN BUSINESS PUBLICATIONS

YOUR BIGGEST EXPORT MARKET is Canada. To retain and increase customers in your Canadian market, use Canadian business papers. They are direct, effective, economical.

Directness: You speak directly to the significant men in Canadian business, professions and industry. They read the Canadian business press because it is unequalled for leadership and information in the distinctly Canadian context—qualities unapproachable by publications based elsewhere.

Effectiveness: Your advertising, in this authoritative atmosphere, gains force. It is obvious that you mean business. When you say something of interest, you are heeded.

Economy: The country is immense; important prospects may be in the cities or remote; they may speak English or French. But you reach them all with Canadian business papers—far more than with non-Canadian business publications. You cannot get effective coverage with overflow circulation of U.S. publications. Circulation figures prove it. BNA members sustain recognized audits, to assure you of this, and that there is no waste circulation.

Their identities: Check the SRDS volume, Canadian Media Rates and Data, to locate the Canadian business papers serving the market you wish to reach. Or write to Business Newspapers Association of Canada, 100 University Avenue, Toronto 1, Canada.

61-52

Look for this Maple Leaf in the SRDS listing
OVER 14 OF THE BEST
CANADIAN BUSINESS PUBLICATIONS
BEAR THIS EMBLEM

BNA

CANADIAN
BUSINESS NEWSPAPERS

BRING BUSINESS NEWS TO BUSINESSMEN AND GET RESULTS FOR ADVERTISERS

Snare
Johnson
Crossley
Cruikshank

MEDIA PROBLEM—*Archibald M. Crossley, president of Crossley S-D Surveys, chats with luncheon companions Carol Cruikshank of S-D Surveys, Arno Johnson, J. Walter Thompson Co., and Austin Snare, Australian Broadcasting Control Board, at American Marketing Assn. session on media research. Mr. Crossley discussed mail versus personal interviewing techniques in media studies.*

UPJOHN
TELEVISION
COMMERCIALS

feature prominent Chicago personality Norman Ross (left) in situations dealing with Upjohn's basic research of the human cell. Don Kane directed the series of six 90-second tape commercials for the Kalamazoo pharmaceutical company, written and produced by . . .

FAN

FRED A. NILES PRODUCTIONS, INC.
1058 W. Washington Blvd., Chicago 7
In Hollywood: 650 N. Bronson

Four Roses Sets Hi-Fi Color in 12 Dailies for Ice Cake

NEW YORK, June 13—Beginning the week of June 27, Four Roses Distilling Co. will launch its 22nd successive summer "ice cake" ad campaign with "hi-fi" color ads in 12 newspapers.

The hi-fi ads will be a one-time deal, though additional newspaper ads will run through summer. Newspapers scheduled for the hi-fi ads are the *New York Journal-American, Philadelphia Inquirer, Pittsburgh Press, Boston Globe, Newark News, Cleveland Press & News, Baltimore Sun, Detroit Free Press, Albany Times-Union* and *Knickerbocker News*, and *Wilmington Journal*. In addition, the *New York World-Telegram & Sun* will carry the ad the week of July 10.

■ In magazines, four-color pages will run in *Life* (June 30, July 28) and *Look* (July 4). In addition, outdoor ads are scheduled in most markets, plus 6-sheets and subway station posters in New York, New Jersey and Pennsylvania.

Young & Rubicam is the agency. #

Filbert Sets Margarine Drive

J. H. Filbert Inc., Baltimore, will feature Mrs. Filbert's corn oil margarine, introduced early this year, in a four-week spot radio campaign in from 10 to 12 markets through the Carolinas and Florida, starting in early July. About 40 live minutes weekly per market will be used. Similar schedules started in Baltimore and Washington, May 22, and in Richmond, Roanoke, Norfolk and Lynchburg, Va., June 5.

Carson/Roberts Names Gottlieb VP, Division Head

Edward D. Gottlieb has become a vp and part owner of Carson Roberts, Los Angeles. Mr. Gottlieb also will head the agency's new package goods division. He joined Carson/Roberts in December after dissolving his own New York agency.

Forrest Joins 'La Prensa'

Richard P. Forrest, formerly with Home Products International, New York, has joined the national advertising department of *La Prensa*, New York Spanish language daily.

Sollish Joins Gore as VP

Joseph Sollish, formerly vp and creative director of Ellington & Co., has joined Chester Gore Co., New York, as a vp.

PROCLAMATION
THE FAR WEST ROTOGRAVURE GROUP
offers the rich
REWARD
of
Sunday advertising coverage
in the
Major Markets of the GOLDEN WEST
the reward is now increased by including
THE STATE OF ARIZONA†
through the magazine published with the
SUNDAY PHOENIX ARIZONA REPUBLIC
★
in combination with

LOS ANGELES TIMES HOME
SAN FRANCISCO CHRONICLE BONANZA
THE SEATTLE TIMES PICTORIAL

Over 1¾ million high-income western homes*
ARE REACHED EVERY SUNDAY

One Order... One Easy Billing... See any of the following firms
★ Cresmer & Woodward
★ Sawyer Ferguson Walker
★ O'Mara & Ormsbee
★ Kelly-Smith

†*optional to Jan. 1, 1962*
**1,768,459 according to March 31, 1961, Publishers Statement, subject to audit*

THIS YEAR HALF A MILLION HOUSTON FAMILIES WILL

SPEND $2,112,000,000.00, BUT . . .

WHO BUYS WHAT IN HOUSTON?

This year Houston families will spend over $2 billion on tuna and tea bags, cosmetics and cameras, girdles and gas, and all of the other items that make up a family budget.

Part of this expenditure in retail trade will go to purchase your product or your competitors' products.

But, do you know specifically who your customers are?

Do you know how their buying is influenced?

Do you have any idea **what** causes **who** to buy your brand?

If you are interested in who your customers are in the Houston area . . . if you are concerned about how to reach them and about what your potential market might be . . . ask about HOUSTON POST PROFILE RESEARCH.

Houston Post Profile Research relates your product to its users and your brand to the product market through four basic socio-economic measures. In addition, Houston Post Profile Research relates newspaper reading to these same bench-marks to show you just how you can most efficiently reach your market in Houston, how you can most effectively increase your share of this market.

If your product is one listed in this ad . . . see the Moloney, Regan and Schmitt man or your Houston Post salesman . . . he can provide you with some illuminating information.

PROFILE DATA WORKSHEET—HOUSTON NEWSPAPER READERSHIP

Houston ABC City Zone and Retail Trading Zone

INCOME	Base No. of Households	Post Coverage	Chronicle Coverage	Press Coverage
Less than $3,000	93,100	21%	23%	14%
$3,000-$4,999	200,300	32%	34%	19%
$5,000-$6,999	147,300	45%	39%	22%
$7,000 or more	77,200	59%	47%	17%
AGE				
Less than 35	153,900	37%	36%	14%
35-50	195,800	39%	34%	20%
50 or more	168,200	36%	37%	20%
FAMILY SIZE				
1 or 2	145,000	36%	36%	17%
3 or 4	217,600	41%	37%	20%
5 or more	155,300	35%	33%	18%
OCCUPATION				
White Collar	156,500	49%	42%	20%
Blue Collar, Skilled	203,400	35%	35%	22%
Unskilled and Farm	82,800	28%	27%	9%
Other (including retired)	75,200	32%	31%	17%

Sources: Population and Sales Figures—Sales Management Survey of Buying Power, May 10, 1961

Dan E. Clark & Associates Top Ten Brands, March-June, 1960

All purpose flour
Automobiles
Baby foods
Baked beans
Beauty aids
Beer
Biscuits
Bleach
Brassieres
Bread
Breakfast cereals
Canned fruits and vegetables
Catsup
Chili con carne
Cleaning products
Coffee and tea
Crackers
Dairy products
Dessert powder
Floor wax
Frozen fruits and vegetables
Frozen pastry
Frozen pies and dinners
Frozen poultry
Frozen seafoods
Fruit juices
Garden supplies
Gasoline
Girdles
Headache remedies
Household cleansers
Household paper products
Jams, jellies, preserves
Macaroni and spaghetti
Margarine
Outboard motors
Packaged meats
Paint
Pancake, biscuit and cake mixes
Peanut butter
Personal deodorants
Pet foods
Power mowers
Rice
Salad dressings
Scouring pads and powders
Shaving products
Shortenings
Soaps and detergents
Starch
Suntan lotions
Tuna fish

TEXAS'
LARGEST
NEWSPAPER
DAILY &
SUNDAY

THE HOUSTON POST

The Editorial Viewpoint . . .

Not Helter-Skelter?

An agency president whom we normally admire was quoted in one of the newspaper ad columns not so long ago as deploring the "gossip" which appears in these columns and in the advertising trade press.

His definition of "gossip" is most people's definition of news. He thinks newspaper ad columns ought to be discontinued, and presumably the trade press should shut up shop, because so much of their content consists of news of account changes, personnel changes, etc. This "gossip," he is alleged to have declaimed, "makes advertising look like a helter-skelter business and it just isn't true."

Well, if saying will make it so, to paraphrase an old song, this agency president may have a point. But in terms of simple reality, anyone reading the hard news of account and personnel changes in recent weeks knows that only one thing makes the advertising business look like a helter-skelter business; and that one thing is that it *is* a helter-skelter business.

Many of us can join our agency friend in wishing that it were not so. But journalism, like Rosser Reeves, is supposed to concern itself with reality, not wish-fulfillment.

Spread Mailings Out

Although the crusade which has been launched by Assistant Postmaster General Frederick C. Belen—to spread out receipt of mail at post offices in order to avoid enormous daily peaks—is not strictly an advertising concern, the advertising business should be delighted to do all it can to further the crusade.

At a circulation seminar for business paper personnel sponsored by ADVERTISING AGE, Mr. Belen pointed out a couple of interesting and rather startling facts about postal operation. One is that about 80% of the mail in any city is channeled into the local post office in the three-hour period from 5 to 8 p.m., resulting in enormous pileups at that time, while most of the facilities stand idle during the early morning hours. The other is that the 100 top mailers in any city normally account for about 50% of the total mail load in that city.

Mr. Belen's crusade for spreading out the channeling of mail to the local post office is centered on first class mail, but even here, he points out, it is largely custom that results in so large a portion of the load being delivered to the post office after the normal business day ends.

A very substantial portion of first class mail—such as, for example, statements and invoices—can be prepared so that it is mailable at other than peak hours, he points out.

Spreading the load will not solve all the problems of postal costs or postal services, but it will help a great deal to make more efficient use of facilities and manpower, and advertisers and businesses generally should be happy to cooperate.

A Letter to Mr. Vance Packard

Dear Mr. Packard: You have been declaiming, in assorted books and speeches, that advertising does a number of things which are bad for our society and bad for us. You and a good many others have been saying, in one way or another, that advertising is the handmaiden of wastefulness, of unwarranted expenditures for unwanted and unneeded products, and in general encourages thoughtless destruction of our natural resources.

I thought you might like to know that Mrs. Nancy C. Robinson, director of women's activities for the U.S. savings bond division of the United States Treasury, apparently has not been reading your books or listening to your speeches.

She made a speech to the opening session of the recent AFA convention in Washington which sounds like she and you, Mr. Packard, aren't seeing eye to eye about advertising at all. You speak of wastefulness and the abandonment of all the oldtime virtues. She speaks of thrift and stability:

"We are going to have to persuade some Americans to face today's realities more squarely. You in advertising can certainly help in this. *One proof of this is the way advertising talent of this country has been leading our people along the pathway of thrift* . . . more than $1 billion in advertising space and air time, alone, has been donated to this Treasury thrift program by the advertising fraternity . . . Never have so many done so much for so long to sell any article in the history of sales promotion and advertising . . .

"In 20 years American volunteers backed by advertising, voluntary and donated, have sold roughly $100 billion in savings bonds for cash. Such confidence has been built up in these bonds that our people hold more than $43.5 billion in cash value of Series E and H bonds alone . . .

"That is a phenomenal strengthening of the economy, in which advertising plays an essential part . . . a stabilizing influence, an anti-inflationary safeguard, a gigantic reserve to keep the wheels of business and industry turning, people working, earning, spending and saving."

You'd better rush a book over to Mrs. Robinson, Mr. Packard.

Gladys the beautiful receptionist

—**Sandy Woodbridge, Bozell & Jacobs, Omaha.**

"Our new client said he had to have the job 'yesterday,' so Jim asked him if 'late yesterday afternoon' would be soon enough."

What They're Saying . . .

Man's Best Fares Well

How many friends can you boast of who are insured for $300,000 . . . earn $1,000 a week . . . appear on tv programs?

If your answer is not too many, don't feel bad. You are thinking of people and you're barking up the wrong species.

The subjects in the case above are dogs. The Greyhound Bus Lines' famous dog of the same name is insured by Lloyds of London for $300,000—about $4,000 per pound at her current weight. Lassie, the movie and tv dog (who should rightfully be called "Laddie"), is the one with the grand-per-week salary. The busiest tv performers are Baron and Lady Wolfschmidt, symbols of the famous vodka company.

As befits their lofty station in life, Baron and Lady Wolfschmidt lead the good life. They have hearty appetites and are kept to a high protein diet which helps keep them slim and svelte . . . When traveling they carry such things as blankets, dusters, raincoats, sweaters and several collars. Last year, Lady was given a cerulean mink collar, but unfortunately she chewed it up. Which is just about as aristocratic as a girl can get.

From The Postage Stamp, published by the Rylander Co., direct mail advertising, Chicago

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

Published at 200 E. Illinois St., Chicago 11 (DE 7-5200). Offices at 630 Third Ave., New York 17 (YUkon 6-5050); National Press Bldg., Washington 4, D. C. (RE 7-7659); 806 New Center Bldg., Detroit 2 (TR 2-7211); 8217 Beverly Blvd., Los Angeles (Olive 1-3710).

Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

"Admen switch jobs oftener," the headline says.

Homer Buckley, the late great direct mail expert, used to say that the only people who changed jobs oftener than advertising men were barbers.

•

A breath of fresh air blowing through the fog of controversy was supplied by Campbell Soup in its recent ad for a marketing man saying, "All qualified applicants will be considered for employment without regard to race, creed, color or national origin."

•

The report that BBDO is working on a corporate image campaign for General Electric reminded oldtimers of the first such campaign, whose outline was prepared for consideration of GE officials by Bruce Barton on the back of an old envelope.

•

Newspaper columnists have a reason for existence after all, advertising departments have agreed, after noting that Enna Jettick is running its ads on the same page with Abby Van Buren's column in which she has been attacking pointed-toe shoe styles for women.

•

NBC is said by David Susskind to be interested in a tv series featuring Harry Truman, and to avoid the usual debates over the accuracy of the ex-President's recollections, this should be a documentary in every sense of that much abused word.

•

Merrill Lynch makes a distinction between speculation and "imprudent" speculation. The latter is engaged in by the man who buys a $5 stock on a hot tip and expects to see it zoom through the ceiling in the next few weeks.

•

Fred Belen, Assistant Postmaster General, suggests that mailers would get a lot better postal service if they delivered their material to the post office before noon, thus utilizing a vast array of facilities usually standing idle at that period of the day.

•

One of Ben Duffy's best advertising ideas, his memoirs recall, was a five-page newspaper ad for *Country Home* in depression days. The fact that the publication is now out of business doesn't prove that it wasn't a good ad.

•

In reporting on the consolidated 19-market consumer analysis by newspapers, AA mentions that Remington and Norelco have the sales lead in most cities, but doesn't include the ranking of Schick, which pioneered in developing the electric shaver market.

•

The *Minneapolis Star* and *Tribune* call attention to Sam Crea, of Stillwater, who is described as a man who, among other things, ran a non-conformist coffee house.

This must be the kind where the waiter offers the guest a cup of coffee as soon as he sits down.

•

The Old Professor says that the most overworked word in today's advertising and marketing vocabulary seems to be "spectrum."

COPY CUB.

The Washington Post has now reached a new all-time high in total circulation: 477,262 on Sunday and 412,846 daily ... gains of 17,235 Sunday and 11,110 daily over the same period in 1960.

TOTAL CIRCULATION

DAILY	
The Washington Post	412,846
Washington Star	280,744
Washington News	184,986

SUNDAY	
The Washington Post	477,262
Washington Star	320,365

A B C Publishers' Statements for 6 month period ending March 31, 1961

Nearly 50% more circulation, daily and Sunday, than any other Washington newspaper.

FIRST IN WASHINGTON
IN CIRCULATION
IN ADVERTISING
IN AWARDS

Member Newspaper Color Advertising, Inc.
Continuity Rates Apply to Both Color and Black and White.

Represented by: Sawyer, Ferguson, Walker—N. Y., Chic., Det., Atlanta, Phila., San Fran., Los Angeles; Joshua B. Powers, Ltd—London; Senor G. Enriquez Simoni—Mexico City; Allin Assoc.—Toronto & Montreal; Hal Winter Co., Florida Hotel & Resorts, Miami Beach; Tom McGill, New England Hotel & Resorts, W. Roxbury, Mass.; Lou Robbins, N. Y. & N. J. Hotel & Resorts, 1265 B'way, N. Y.; Grant Webb Co., Fin. Adv.—N. Y., Chic., San Fran., Los Angeles, Seattle, Boston, Phila.; C. E. Starck, Pocono Hotel & Resorts, 86 E. Beverly Pkwy., Valley Stream, N. Y.; Puck, The Comic Weekly.

PRESENT PAPERS WITH DIGNITY

SEND $1.00 FOR 10
JIFFOLD PRESENTATION COVERS
(regular $2.10 value)
HOLDS 20 8½" x 11" SHEETS

SOFT • WHITE • DISTINCTIVE

UNIQUE STITCHING
WILL NOT SNAG OR SCRATCH

CLINT LEAP, INC.
737 Locust Corner Road
Cincinnati 45, Ohio

'Show' Appoints Scott

C. Joseph Scott, formerly co-publisher of *Manhattan Magazine*, which is distributed in 30 New York hotels, has been named associate advertising manager of *Show*, a magazine of the performing arts set to bow in September. Mr. Scott has resigned as officer and director of Complete Shopper Inc., publisher of *Manhattan*, but will retain a minority stock interest.

Rogers Appoints Two

Rogers Publishing Co., New York, has appointed Gordon H. Hale Chicago district manager of *Design News* and F. Warren Dickson New York district manager of *Electrical Design News* and *Electrical/Electronic Procurement*. Mr. Dickson formerly was Cleveland sales representative for the same publications. Mr. Hale formerly was with Street & Smith Publishing Co.

Industrial Publishing Names 2

Industrial Publishing Corp., Cleveland, has named David B. Rompel midwestern district representative of *Handling & Shipping*, with offices in Chicago, and Arthur Joyce East Coast district representative of *Material Handling Engineering*, with headquarters in New York. Mr. Rompel formerly was with *American Builder*; Mr. Joyce was with the *New York Times*.

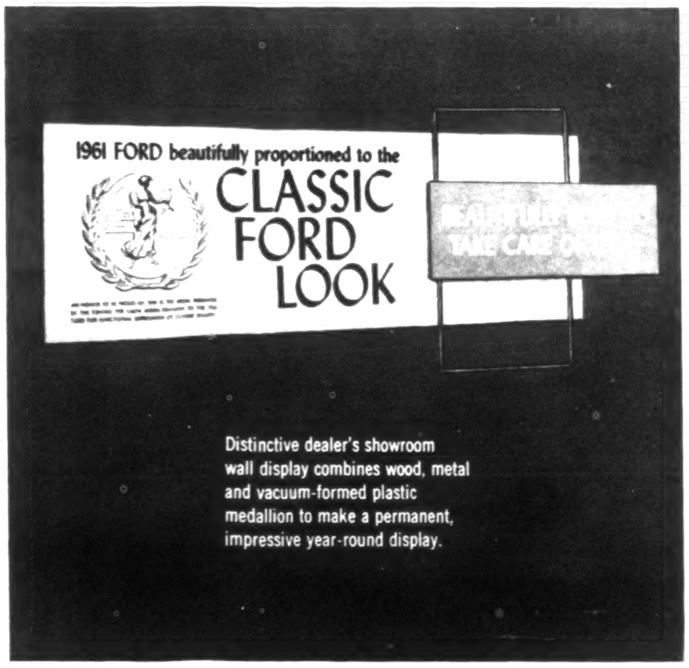
Hart Named Heublein President

Ralph A. Hart, formerly exec vp of Colgate-Palmolive Co. and president of Colgate International, has been named president of Heublein Inc. He succeeds John G. Martin, who has been named chairman and continues as chief executive officer.

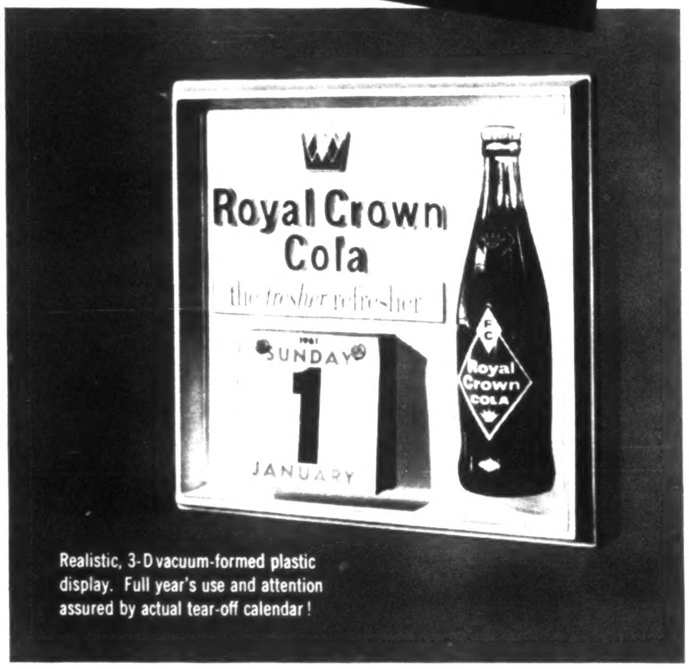
Ideas *that sell at the point of sale*

Your *pay-off* advertising at the point of sale can be made more effective through CSP's complete service. We do the whole job . . . create, design, produce . . . a single display or a year-round program. We produce displays of every kind, plastic, cardboard, metal, cloth or you name it, including complete dealer kits. Whatever your product or market, we can do the *whole* job—from idea to distribution—better! For new brochure packed with ideas that sell, write us. 2635 North Kildare, Chicago 39, Ill.

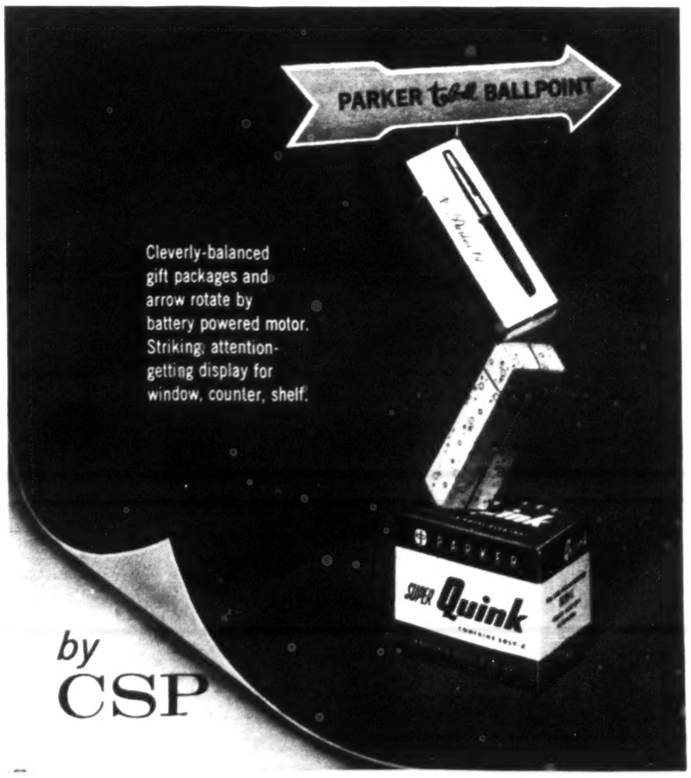
CHICAGO SHOW
PRINTING COMPANY
NEW YORK • CHICAGO • DETROIT
and other principal cities



Distinctive dealer's showroom wall display combines wood, metal and vacuum-formed plastic medallion to make a permanent, impressive year-round display.

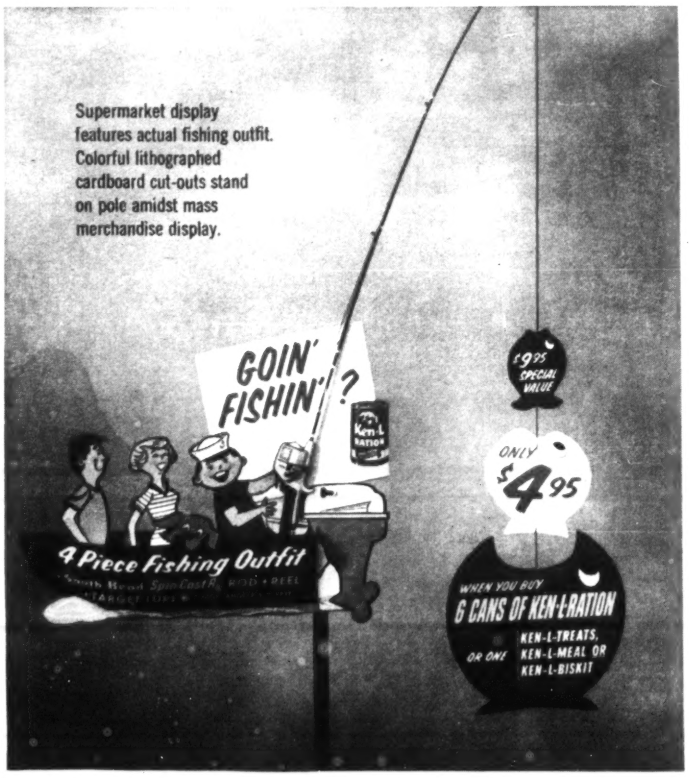


Realistic, 3-D vacuum-formed plastic display. Full year's use and attention assured by actual tear-off calendar!



Cleverly-balanced gift packages and arrow rotate by battery powered motor. Striking, attention-getting display for window, counter, shelf.

by
CSP



Supermarket display features actual fishing outfit. Colorful lithographed cardboard cut-outs stand on pole amidst mass merchandise display.

Coming Conventions

*Indicates first listing in this column

JUNE

19-21. American Marketing Assn., 44th annual conference, Ambassador Hotel, Los Angeles.

21-24. Trans-America Advertising Agency Network, annual meeting, Sheraton-Plaza Hotel, Boston.

21-25. National Editorial Assn., annual convention, Hotel Utah, Salt Lake City.

*22-25. Mail Advertising Service Assn., second annual convention, Greenbriar, White Sulphur Springs, W. Va.

23-25. Northwest Daily Press Assn., summer meeting, Madden's Lodge, Brainerd, Minn.

25-28. National Retail Merchants Assn., annual sales promotion, convention, Mount Washington Hotel, Bretton Woods, N. H.

25-28. New England Newspaper Advertising Executives Assn., summer meeting, Mount Washington Hotel, Bretton Woods, N. H.

25-29. Advertising Assn. of the West, annual convention, Olympic Hotel, Seattle.

25-29. National Advertising Agency Network, annual management conference, Broadmoor Hotel, Colorado Springs.

25-29. American Academy of Advertising, annual meeting, University of Washington, Seattle.

*25-30. First Advertising Agency Group, annual conference, Kings Inn, San Diego.

JULY

9-12. Newspaper Advertising Executives Assn., Statler Hilton Hotel, Detroit.

AUGUST

1-4. Advertising Age Creative Workshop, fourth annual session, Palmer House, Chicago.

18-19. Newspaper Advertising Executives Assn. of the Carolinas, summer meeting, Grove Park Inn, Asheville, N. C.

SEPTEMBER

8-10. Iowa Daily Press Assn., annual meeting, Hotel Savery, Des Moines.

11-17. Affiliated Advertising Agencies Network, 17th annual international meeting, Sheraton-Blackstone Hotel, Chicago.

20-22. International Advertising Assn., fourth international conference, Madrid.

21-23. Advertising Federation of America, 10th district convention, Hotel Mayo, Tulsa.

30-Oct. 1. Ohio Daily Newspaper Advertising Executives Assn., annual advertising clinic, Fort Hayes Hotel, Columbus, O.

OCTOBER

10-13. Direct Mail Advertising Assn., 44th annual convention, Statler-Hilton Hotel, New York City.

12-14. National Editorial Assn., annual fall meeting, Pick-Congress Hotel, Chicago.

15-17. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

15-18. American Assn. of Advertising Agencies, western region convention, Hotel del Coronado, Coronado, Cal.

16-17. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

19-20. Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago.

22-27. Outdoor Advertising Assn. of America, Diplomat Hotel, Hollywood-By-The-Sea, Fla.

28-31. National Automatic Merchandising Assn., convention and exhibit, Conrad Hilton Hotel, Chicago.

NOVEMBER

2-4. Assn. of National Advertisers, annual national meeting, The Homestead, Hot Springs, Va.

6-8. Broadcasters' Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

7-9. Point-of-Purchase Advertising Institute, 15th annual symposium and exhibit, McCormick Place, Chicago.

13-15. Southern Newspaper Publishers Assn., 58th annual convention, Boca Raton Hotel, Boca Raton, Fla.

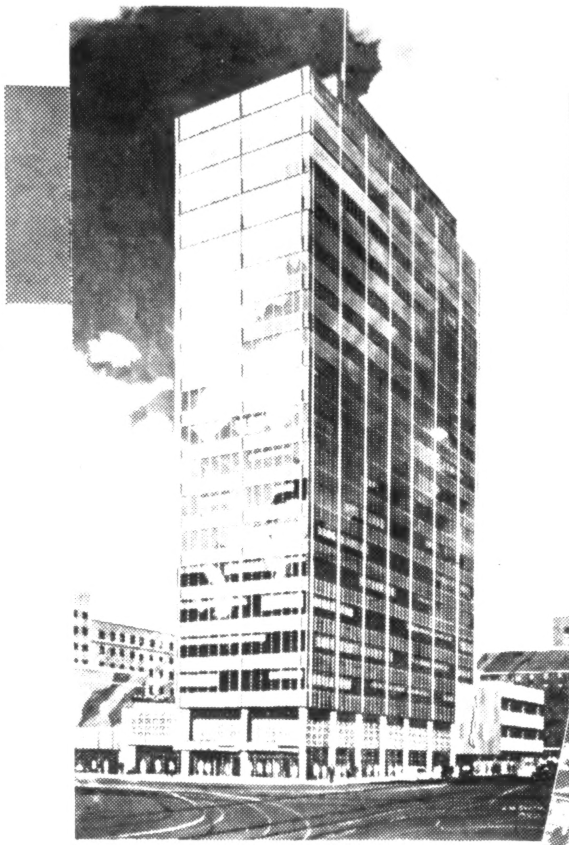
15-17. Television Bureau of Advertising, annual meeting, Statier-Hilton, Detroit.

Marathon Promotes Two

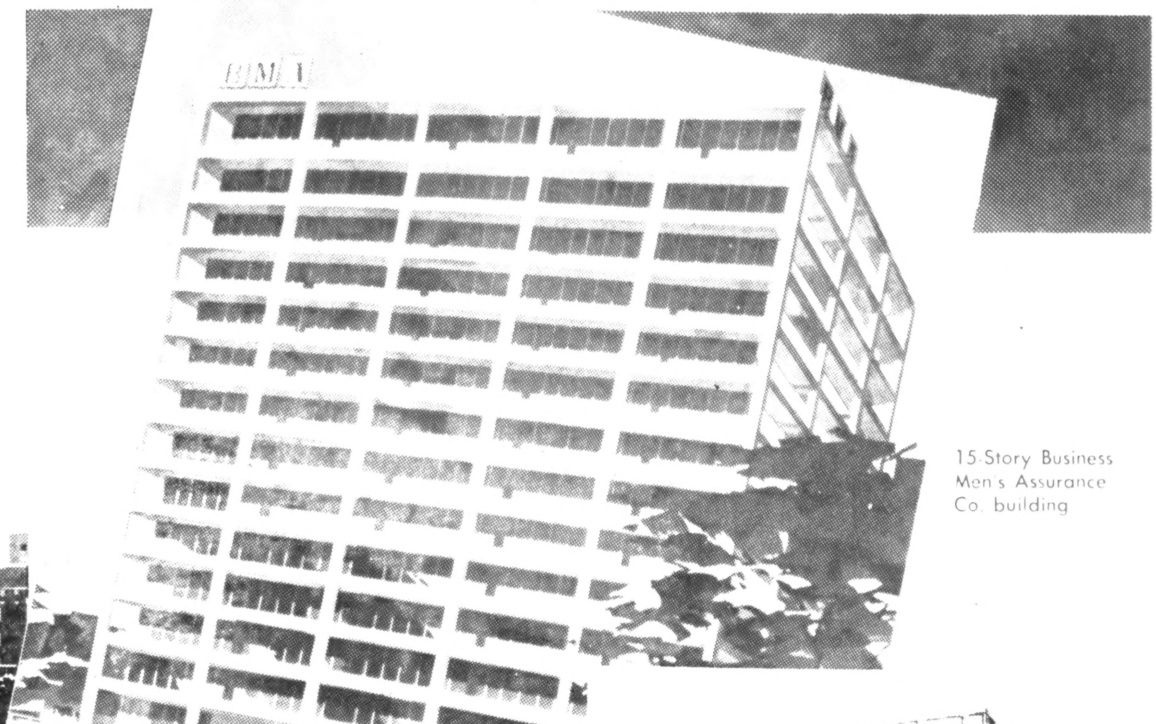
Marathon, Menasha, Wis., division of American Can Co., has named Walter G. Dixon, formerly dairy packaging sales manager, marketing director of its food packaging division. At the same time, James R. McNevins, formerly eastern sales manager of dairy packaging, has been appointed to succeed Mr. Dixon as dairy packaging sales manager.

Johnson Boosts Two, Adds One

Johnson Publishing Co., Chicago, has named William P. Grayson vp of all eastern operations, a new post. He had been eastern advertising manager. Benjamin H. Wright, previously assistant eastern ad manager, succeeds Mr. Grayson. Sydney A. Smith, formerly a business forms consultant, replaces Mr. Wright.

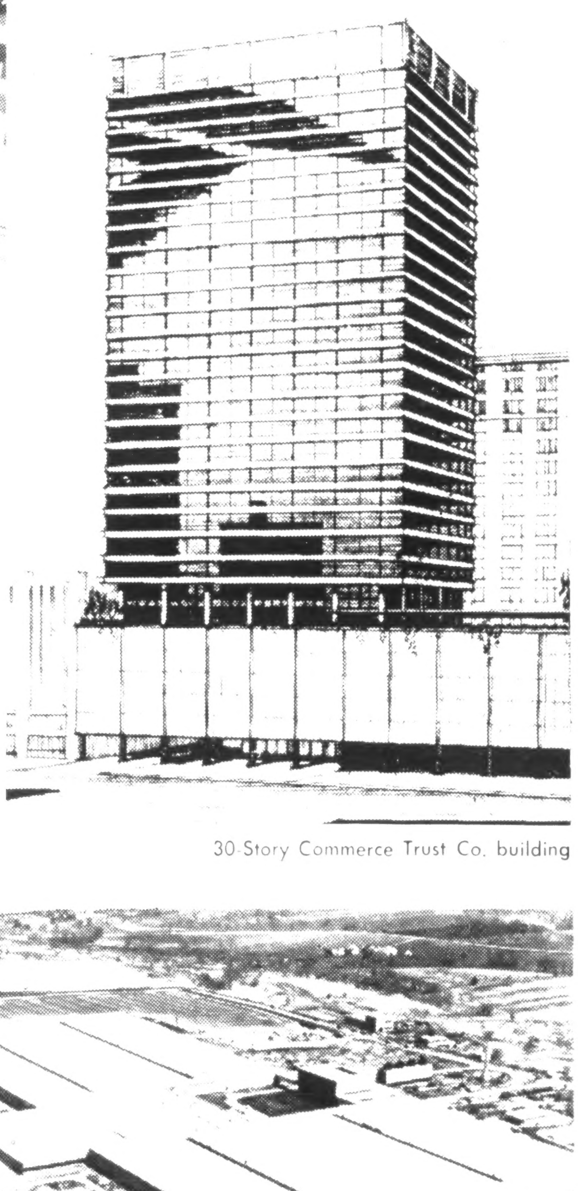


20-Story Traders National Bank building



15-Story Business Men's Assurance Co. building

GOING UP!



30-Story Commerce Trust Co. building

Dynamic Kansas City is on the move. Construction is under way or starts soon on three downtown office buildings of 30, 20 and 15 floors respectively. A 25-million-dollar Western Electric plant is in the finishing stage. Six multi-million dollar apartment buildings and numerous business structures and factory buildings are rising. Home construction is increasing.

Kansas City is one of the 10 cities among the nation's fastest growing whose population increase in the past decade exceeded 25 per cent. In 1960, Kansas City led Missouri's industrial growth. Fifty per cent of the 10,326 new industrial workers added in the state were in Kansas City alone.

The Kansas City Metropolitan Market, population 1,039,498, is one of immense and growing potentials. The Kansas City Star affords the means of addressing it thoroughly, at the lowest open milline rate in America.

25-million-dollar Western Electric plant

THE KANSAS CITY STAR

672,959 Combined Daily Circulation . . . 94% Home-Delivered

GET TOUGH! Firm up your business by advertising to the *premium* male market in ELKS MAGAZINE

If your business is slow to respond as the economy turns up—try a promotional push to the affluent, acquisitive Elks market. Elks are among the nation's top earners . . . with a high $8,709 median income*. They are mature heads of households who own and buy just about everything at a record rate*.

Nearly ½ are business owners, officials or professional men—well paid, well housed, well traveled community leaders. Advertising to Elks is smart. They are proven buyers—with the temperament and the means for making consistently large scale expenditures on business, shelter, apparel, leisure, luxury and service items.

Get tough with your ad dollar. Squeeze it for all it's worth with sales messages in ELKS MAGAZINE . . . the only publication designed to exclusively reach, influence and sell the dynamic Elks group. The cost—about ½ that of other leading Men's books.

CIRCULATION . . . . 1,285,420 (ABC 12/31/60)
C/P/M $2.37

*Starch Consumer Magazine Report, 1961

THE Elks MAGAZINE
• New York, 386 Park Ave. South
• Chicago, 360 N. Michigan Ave.
• Los Angeles, 5909 W. 3rd St.

YOU MAY NEVER EAT A 1,474 LB. CHEESE*—

BUT... WKZO Radio "Feeds" The Largest Audience In Kalamazoo-Battle Creek And Greater Western Michigan!

Survey after survey has proved that WKZO Radio consistently keeps your sales message before the largest listening audience in Kalamazoo-Battle Creek and Greater Western Michigan.

For example, Pulse (see left) gives WKZO Radio an average of *73% more listeners* than Station 'B' during 360 quarter hours surveyed, 6 a.m.-Midnight, Monday through Friday.

WKZO Radio gives you effective coverage of one of America's fastest growing markets in the areas of personal income and retail sales. Get all the facts on WKZO Radio—the leadership station—from Avery-Knodel.

7-COUNTY PULSE REPORT
KALAMAZOO-BATTLE CREEK AREA — JULY, 1960
SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	29	19	9
12 NOON - 6 P.M.	28	17	8
6 P.M. - 12 MIDNIGHT	32	17	8

* *Largest cheese ever made was 13 ft. in circumference, weighing 1,474 lbs., in 1849.*

AM-TV-FM
The Felzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

WKZO
CBS RADIO FOR KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN
Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

New chairman of the Spartanburg Merchants Bureau is **Charles R. Sanders**, assistant to the president of WSPA and WSPA-TV, Spartanburg, S. C. . . . And new president of Rutgers Alumni Assn. is **Arthur C. Kammerman**, vp of BBDO, New York . . . **Garland B. Porter**, general manager of *Southern Advertising & Publishing*, is back in Atlanta from a South American trip that took him to Rio, Buenos Aires and Montevideo . . .

Dr. Frank Stanton, CBS president, who earned his title in 1935 (Ph.D from Ohio State), now has an honorary doctor of laws degree from Hamilton College, conferred for his part in making last year's Presidential tv debates possible . . . **J. Howard Wood**, publisher of the *Chicago Tribune* and president of the Tribune Co., was awarded an honorary doctor of laws degree by Lake Forest College, his alma mater . . .

Bergan Jacobs Pettis

NEW HONOR—*Most recent civic citation for oft-honored Morris Jacobs, head of Bozell & Jacobs, was a silver medallion and citation given by the Omaha chapter of the National Conference of Christians and Jews, naming him "civic pace-setter and exemplar of service." Congratulating him are Archbishop Gerald T. Bergan, head of the Omaha Catholic archdiocese, and E. F. Pettis, Omaha department store executive.*

Awarded honorary degrees from the University of Arizona recently were **Henry R. Luce**, Time Inc. and **Curtis G. Benjamin**, board chairman of McGraw-Hill Book Co. . . .

Adclub awards to **Frank Christian**, vp and regional manager of Kenyon & Eckhardt, the Boston adman of the year award, and to **Frederick Noyes**, president of Noyes & Co., the Providence adclub citation . . .

James Zala, ad product manager of John H. Breck, Springfield, Mass., and Julie Ann Gosselin have set an Aug. 12 wedding date . . .

Hank Lucking of *The New Yorker's* space selling team is temporarily on the shelf with severed leg tendons. He tripped getting out of a car . . .

'POST' GETS AROUND—*Camelback experts are John Peters, Saturday Evening Post salesman from Detroit, and his wife, Roberta. They're shown seeing Cairo's attractions. The Peters' vacation tour took them to the Middle East and Greece.*

Cruise couples—West Coast inhabitants who sailed to Hawaii recently were (1) Mr. and Mrs. **Paul Sturges**, who celebrated their 25th anniversary en route—he's head of Sturges & Associates, San Francisco agency—and (2) Mr. and Mrs. **Richard Neely**—he's vp and copy group head of BBDO's S.F. office . . . And though he never left Detroit, **Hal Richardson**, Oldsmobile account exec at D. P. Brother & Co., helped WWJ-TV viewers do some globetrotting when he hosted the "World Adventure Series" and "George Pierrot Presents" replacing regular host Pierrot who was touring Scandinavia . . .

Samuel Thurm, vp in charge of advertising for Lever Bros., will serve as chairman of the advertising and graphic arts unit of the private firms division of the Greater New York Fund. Serving as vice-chairman is **Don Wells**, vp and management supervisor of BBDO . . .

The Shock of Common Sense

A long time ago Ralph Waldo Emerson said:

> "Nothing astonishes men as much as common sense and plain-dealing."

We think that the lack of these two New England ingredients is at the bottom of most international misunderstanding.

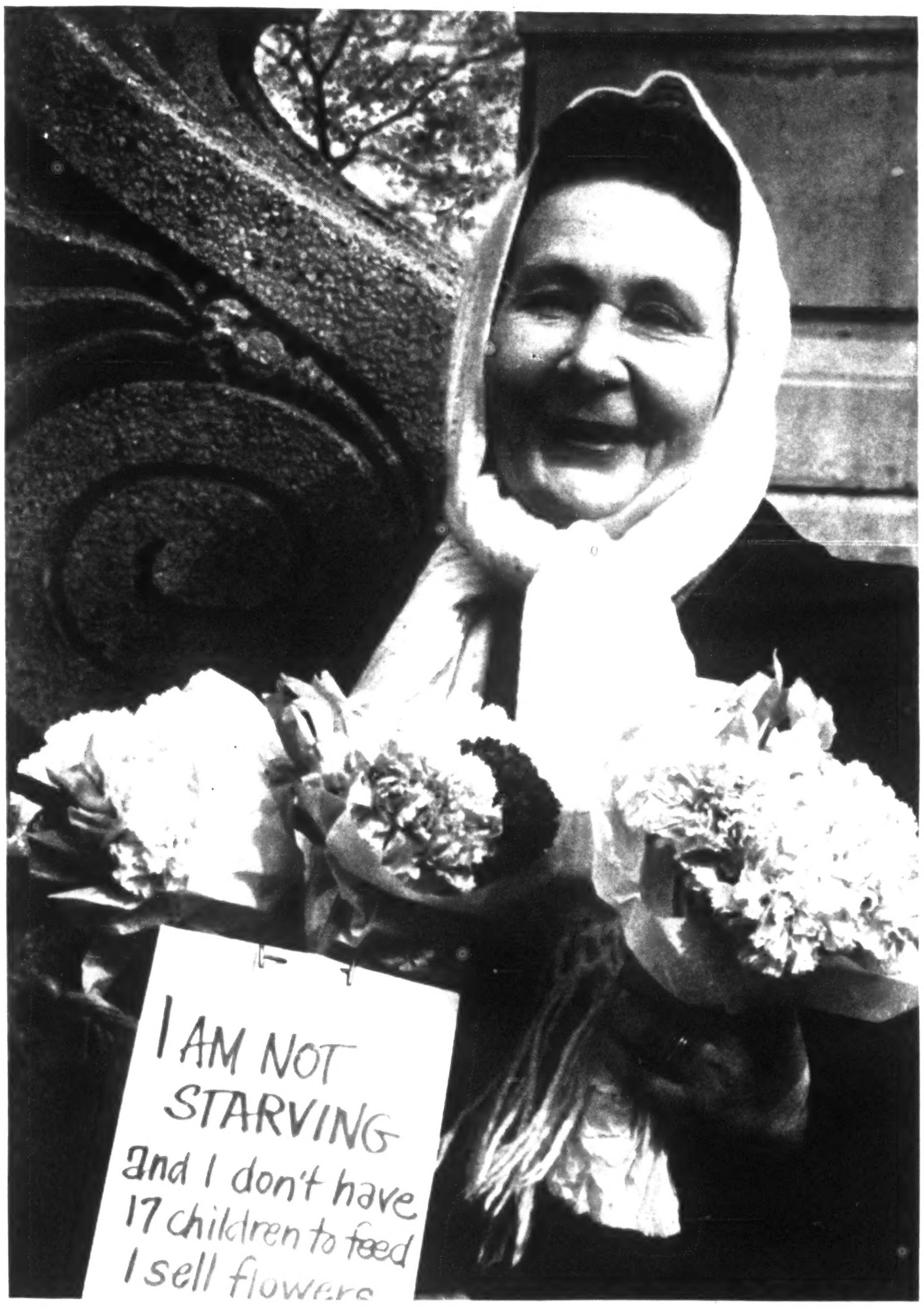
We are quite certain also it is the reason that some very expensive advertising gets tangled up in its own technique and leads to more confusion than sales.

Never underestimate the selling power of simplicity and forthrightness. Such as the words of a woman selling flowers outside the Music Hall:

> "I am not starving, and I do not have 17 children to feed. I sell flowers because I love flowers and enjoy selling them. If you care to buy, they are 25 cents each." (She emptied five baskets in 15 minutes.)

Of all the bank ads we have ever seen we remember none more vividly than *"The Old, Big Strong Bank"* on a bronze plaque on a modest bank in Maryland.

We try to keep such things in mind when we make ads. There are no fireworks quite so exciting as the spark which a strong sales thought, clearly expressed, strikes in a customer's mind.



We work for the following companies: Allstate Insurance Companies • American Mineral Spirits Co. • Atchison, Topeka & Santa Fe Railway Co. • Brown Shoe Company • Campbell Soup Company • Chrysler Corporation • Commonwealth Edison Company and Public Service Company • The Cracker Jack Co. • The Electric Association (Chicago) • Green Giant Company • Harris Trust and Savings Bank • The Hoover Company • Kellogg Company • The Kendall Company • The Maytag Company • Philip Morris Inc. • Motorola Inc. • The Parker Pen Company • Chas. Pfizer & Co., Inc. • The Pillsbury Company • The Procter & Gamble Company • The Pure Oil Company • The Pure Fuel Oil Company • Jos. Schlitz Brewing Co. • Star-Kist Foods, Inc. • Sugar Information, Inc. • Sunkist Growers, Inc. • Swift & Company • Tea Council of the U. S. A., Inc. • Wallace Laboratories.

LEO BURNETT CO., INC.

CHICAGO, Prudential Plaza • NEW YORK • DETROIT • HOLLYWOOD • TORONTO • MONTREAL

2 Separate Newspapers
The El Paso Times Morning and Sunday
El Paso Herald-Post Evening

NOW . . . BUY A
KING SIZE
MARKET

EL PASO . . . THE 5TH
BIG MARKET IN TEXAS
FOOD SALES*
$181,666,000
* Sales Management Survey
of Buying Power, May, 1961
COVERING 24 COUNTIES OF WEST
TEXAS & SOUTHERN NEW MEXICO

BLANKETING THE
FABULOUS SOUTHWEST

1
LOW
RATE
BUYS
BOTH
CIRCULATION
107,206

Merger of Oil Companies Is Called Aid to Competition; No Agency Consolidation Seen

SAN FRANCISCO, June 13—Justice Department approval last week of the merger of Standard Oil Co. of California and Standard Oil Co. of Kentucky came as a "surprise" to company executives here who, nevertheless, report "no anticipation" of any changes in either marketing or advertising.

Agency for Standard of California has long been Batten, Barton, Durstine & Osborn, while Berton E. Wyatt Co., Atlanta, handles advertising for the Kentucky company.

■ "At the moment," a California Standard spokesman told ADVERTISING AGE, "everything is in such a state of uncertainty here that it would be premature to issue any comment. However, should the merger go through, we don't see any possibility of changes."

Standard of California has long followed the practice of utilizing additional agencies to handle promotion of its subsidiary companies and advertising in specific marketing areas.

■ The $250,000,000 merger possibility arises as a partial settlement of a 1958 anti-trust suit against Standard of Kentucky and Standard Oil Co. (New Jersey) for alleged restraint of trade in distribution of petroleum products in five southern states. Kentucky Standard has agreed to end its contract to buy 80% of it oil supplies from Jersey.

Standard of California was not a defendant in the case, and the three companies involved are not affiliated with each other. Standard of California, however, would be bound by the consent judgment. Charges against Jersey Standard are still pending.

The Attorney General's office said, "Despite the size of Standard of California, we have agreed to this judgment and have not opposed the merger, because we believe it will stimulate competition.

"Where we have had one giant, in effect, selling through Standard of Kentucky," it added, "now we will have two, competing against each other."

The Kentucky Standard is a marketing organization which operates 9,000 retail outlets in Kentucky, Mississippi, Alabama, Georgia and Florida. The merger, if it goes through, would extend Standard of California's sales into these states for the first time.

■ The merger, subject to approval by stockholders, would be authorized to be completed by the end of 1961, and Standard of Kentucky would be required to terminate its contract to purchase oil products from Standard of New Jersey and to acquire at least 40% of its future requirements from independent refineries.

Meanwhile, in New York, Jersey Standard questioned the conditions imposed on the merger and said it did not participate in the negotiation of the consent judgment which opened the way for the merger.

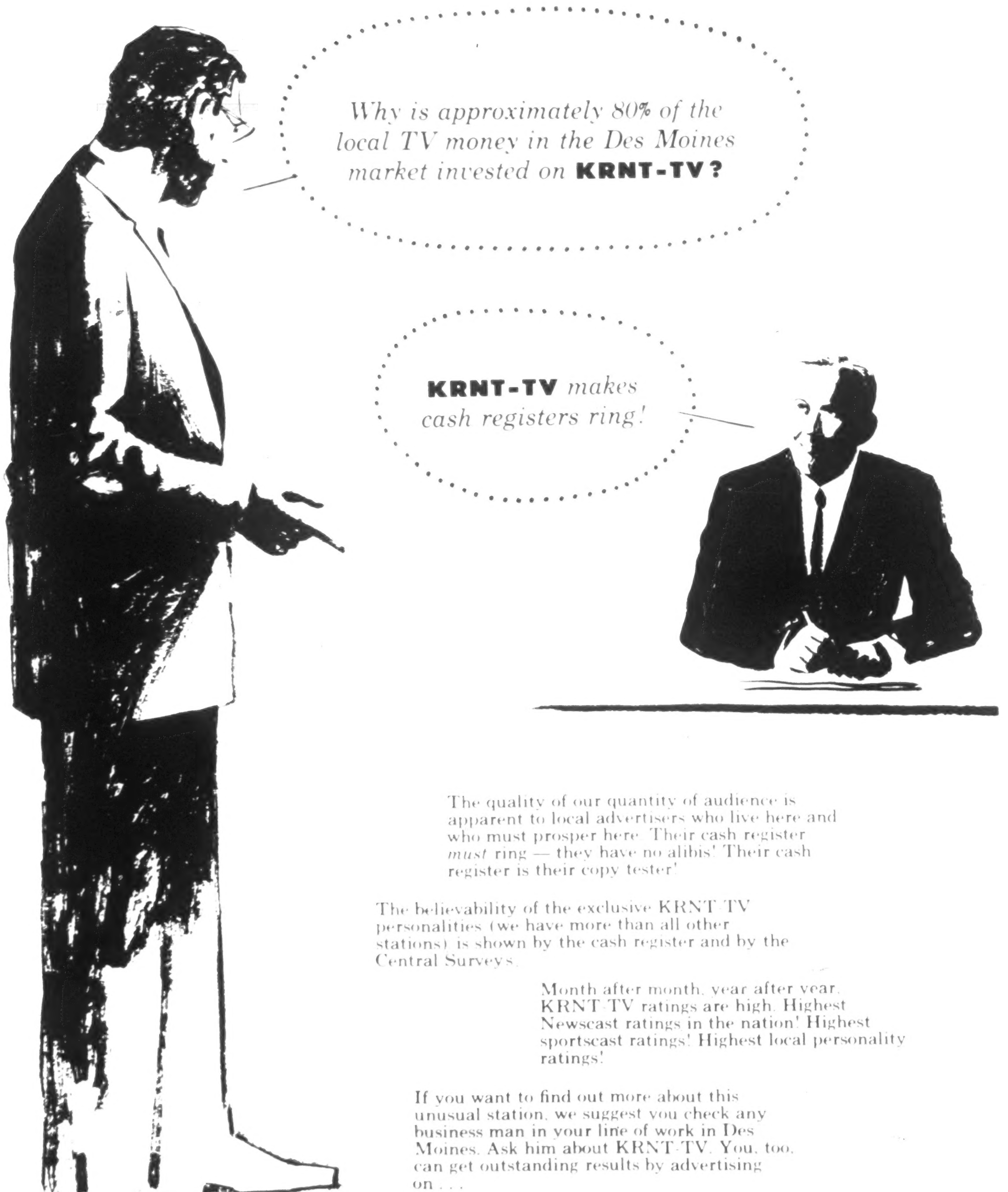
The Jersey company also contended that the consent decree would "eliminate competition, and eventually Standard of California would be able to supply all of the Kentucky company's oil requirements." ▪

General Mills Forms Refrigerated Foods Unit

General Mills, Minneapolis, has established a new refrigerated foods division. It will handle both Betty Crocker and Puffin brands of buttermilk and home style biscuits, Betty Crocker raspberry Danish sweet rolls, pizza mix and butter twist, as well as other products slated for introduction in the near future. The products were formerly handled by the grocery products division. B. M. Hagan, vp, is general manager of the new division.

8 Sponsor ABC Radio Shows

ABC Radio, New York, has added several new sponsors. They are Seven-Up Co. (J. Walter Thompson Co.), for weekend news; Candy Gram Inc. (Dunnan & Jeffrey), newscasts; Bankers Life & Casualty Co. (Phillips & Cherbo), Paul Harvey's newscasts; Pepsi-Cola Co. (Batten, Barton, Durstine & Osborn), news and "Flair"; P. Lorillard Co. (Lennen & Newell), "Speaking of Sports" and newscasts; Curtis Circulation Co. (BBDO), "Breakfast Club" and "Flair"; Lanolin Plus (Dunnan & Jeffrey), news; and Tidy House Products Co. (McCann-Marschalk Co.), for "Breakfast Club."


Why is approximately 80% of the local TV money in the Des Moines market invested on KRNT-TV?
KRNT-TV makes cash registers ring!

The quality of our quantity of audience is apparent to local advertisers who live here and who must prosper here. Their cash register *must* ring — they have no alibis! Their cash register is their copy tester!

The believability of the exclusive KRNT-TV personalities (we have more than all other stations) is shown by the cash register and by the Central Surveys.

Month after month, year after year, KRNT-TV ratings are high. Highest Newscast ratings in the nation! Highest sportscast ratings! Highest local personality ratings!

If you want to find out more about this unusual station, we suggest you check any business man in your line of work in Des Moines. Ask him about KRNT-TV. You, too, can get outstanding results by advertising on . . .

KRNT ch. 8 TELEVISION
DES MOINES, IOWA
An Operation of Cowles Magazines and Broadcasting, Inc.
. . . and represented by The Katz Agency, Inc.

An important new service for the grocery industry, conducted for The New York Times by the Institute for Motivational Research, under the personal supervision of Dr. Ernest Dichter.

The New York Times, in association with Dr. Ernest Dichter and his Institute for Motivational Research, has established The New York Times Grocery Research Workshop panel.

Its purpose will be to help grocery advertisers achieve greater effectiveness with their advertising and marketing efforts in the New York market through deeper and more intimate knowledge of its most influential customers.

he Workshop will be a continuing research project. It will explore in depth basic problem areas of grocery products and services. These include packaging, advertising, pricing, flavor and appearance, and broad company images. The research will be conducted among panels of women readers of The New York Times under the supervision of Dr. Ernest Dichter. Employing techniques of motivational research pioneered by Dr. Dichter, these panels will probe for the reactions of women to your product or service.

The women who read The New York Times, and their families, comprise a rich market for the expanded sale and use of a wide variety of grocery products. Their economic, social and cultural level makes them not only a large and profitable market in themselves but also an influential market. What these women think, how they live, and what they buy have a good deal to do with how other families in New York and elsewhere throughout the country live and buy.

How can you use the Grocery Research Workshop?

ou submit your question to your New York Times representative. He will forward it to the Institute where it will be included in an appropriate panel. Panels will be held on a monthly basis. The findings on your problem will be covered in a confidential report promptly sent to you from the Workshop. The facilities of the Institute for Motivational Research are furnished at no cost to you. The Grocery Research Workshop is a service of The New York Times, available to any interested grocery advertiser, at the manufacturer or retail level.

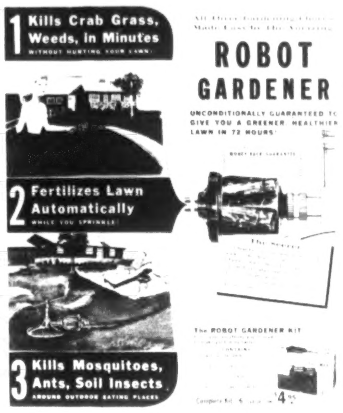
By taking part in the Institute's research projects you will be benefiting from the same facilities used by many of the largest and most important U.S. companies. You need *not* be an advertiser in The New York Times to submit a question for study. However, The New York Times reserves the right to limit questions to be considered as dictated by the facilities of the Institute for Motivational Research.

or additional details about The New York Times Grocery Research Workshop please get in touch with your local New York Times representative:

Advertising offices: New York, Atlanta, Boston, Chicago, Detroit, Los Angeles, Miami, Philadelphia, San Francisco

The New York Times

FIRST IN ADVERTISING IN AMERICA'S FIRST MARKET.


1 Kills Crab Grass, Weeds, in Minutes
WITHOUT HURTING YOUR LAWN!
ROBOT GARDENER
UNCONDITIONALLY GUARANTEED TO GIVE YOU A GREENER, HEALTHIER LAWN IN 72 HOURS!
2 Fertilizes Lawn Automatically
WHILE YOU SPRINKLE!
3 Kills Mosquitoes, Ants, Soil Insects
AROUND OUTDOOR EATING PLACES
The ROBOT GARDENER KIT
$4.95

ROBOT GARDNER—*Leeds Chemical Products Co., Chicago, will run color pages like this in Family Weekly in July and Suburbia Today in August for its Robot Gardener water-soluble lawn care kit. Livingston & Associates is the agency.*

Audits & Surveys, Gruneau Set up Audit Unit in Canada

New York, June 13—Audits & Surveys Co. has announced its expansion to Canada with the formation of a joint operation with Gruneau Research of Toronto.

The two research organizations have formed Canadian Audits & Surveys with a major interest held by the U.S. company. The new company will be headed by Victor C. Gruneau, president of Gruneau Research, one of the oldest and largest research companies in Canada.

The new Canadian company plans to offer in Canada what Audits & Surveys has developed for the U.S.—a total market audit covering all retail outlets.

Solomon Dukta, president of Audits & Surveys, said the Canadian move is only the first step "in our international expansion program." Audits & Surveys now says it is the third largest market research organization in the U.S. ■

Metrecal Sets $2,500,000 Scatter Buy on ABC-TV

Edward Dalton Co., Evansville, Ind., through Kenyon & Eckhardt, has bought a $2,500,000 scatter plan schedule made up of a combination of evening and daytime participations on ABC-TV. Starting July 15, Metrecal will be advertised on ABC-TV every night of the week except Wednesday, with its commercials set to run on eight different shows.

Metrecal broke into national tv last January as sponsor of the much applauded Winston Churchill show. That series ended its run on June 12. Early this spring the pace was stepped up with the addition of participation packages on NBC-TV and ABC-TV. That buy runs out at the end of June. Metrecal's tv advertising has been, and will continue to be, combined with color copy in magazines.

Galloway Heads AMA Chapter

New president of the Toronto chapter of the American Marketing Assn. is R.J. Galloway, Campbell Soup Co. Ltd. Edward M. Chop, Canadian Oil Cos., is the 1st vp; F.T. Hill, A.C. Nielsen of Canada, is 2nd vp.

Toledo Adwomen Elect Harris

Mrs. Lorin Harris, of Tiedtke's Toledo department store, has been elected president of the Women's Advertising Club of Toledo.

World Dryer to Garfield-Linn

World Dryer Corp., Chicago, hair dryer manufacturer, has appointed Garfield-Linn Co., Chicago, to handle its advertising.

Lone Star Names BBDO

Lone Star Gas Co., Dallas, has appointed Batten, Barton, Durstine & Osborn, Dallas, to handle its advertising. The account bills approximately $750,000.

Industrial Group Elects Welch

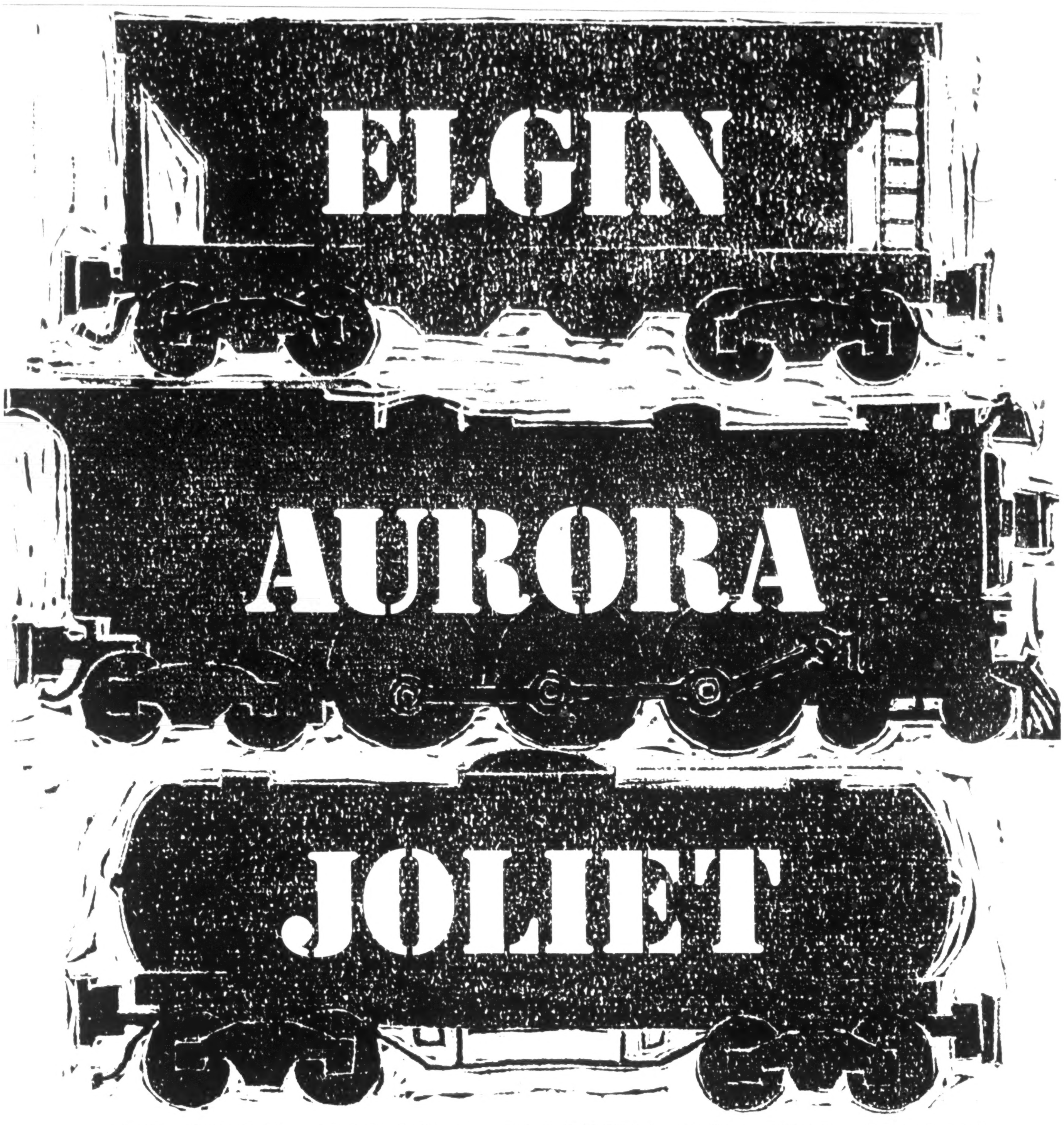
Gerald Welch, president of Welch, Mirabile & Co., Baltimore, has been elected president of the Maryland chapter of Assn. of Industrial Advertisers.

Frankel Joins Luria

Stanley A. Frankel, formerly vp and assistant to the president of McCall Corp., has joined Luria Bros. & Co., New York, as vp and director of corporate development.

Chem-Search Names Faber

Chem-Search Inc., Minneapolis, manufacturer of chemical specialties, has named Faber Advertising, Minneapolis, to handle its advertising and pr.



NORTHERN ILLINOIS MARKET ON THE MOVE!

Three newspapers move the merchandise in Northern Illinois' Market on the Move — the spectacular, seven-county growth area reaching outward from Chicago. Trading centers for the market are Elgin, Aurora and Joliet. Dominant dailies are the *Elgin Courier-News, Aurora Beacon-News, Joliet Herald-News*. When you buy all three, you save 9½ cents a line.

THE BIG 3 MARKET SOLD BY THE COPLEY BIG 3 NEWSPAPERS

ELGIN COURIER-NEWS

AURORA BEACON-NEWS

JOLIET HERALD-NEWS

BUY ALL 3 OF THE BIG 3 AND SAVE 9½ CENTS A LINE

"The Ring of Truth" Copley Newspapers

15 Hometown Daily Newspapers covering Northern Illinois — Springfield, Illinois — San Diego, California — and Greater Los Angeles. Served by The Copley Washington Bureau and The Copley News Service. Represented nationally by Nelson Roberts & Associates, Inc.

SCORE TWICE WITH ONE PITCH!

sells
DISTRIBUTORS
AND
RETAILERS
sells
SIOUXLAND
CONSUMERS
Sioux City Journal
BEST RETURN FOR ADVERTISER'S DOLLAR!

Your advertisement in the Sioux City Journal does a DOUBLE selling job!

Here's the ONE media that gets enthusiastic response from both seller and buyer . . . does the job right down the line . . . from distributor—to retailer—to consumer . . . in Sioux City AND the rich 48-county Siouxland area.

For a total selling job — in Siouxland — use
SIOUXLAND'S BIG FAMILY NEWSPAPER

The Sioux City Journal.
National Representatives — JANN & KELLEY INC.

Sen. Dodd Charges Broadcasters Drag Heels on TV Brutality

WASHINGTON, June 13—Violence on tv came under the congressional microscope last week, with the chairman of a Senate juvenile delinquency subcommittee complaining that there is more of it today than there was five years ago when the tv industry promised to deal with the problem through its codes.

Sen. Thomas J. Dodd (D., Conn.) said the percentage of programs containing crime, violence and brutality during prime viewing time is up sharply. He said monitoring studies by the subcommittee staff show that more than half the programs in the week of May 9, 1961, contained crime, violence or brutality, compared with about 16.6% of the shows during a similar period in 1954.

■ "We have heard the argument that there is crime and violence on tv because that's what millions of people want," he commented. "The ancient Romans got 'high ratings'," he added, "when they staged carnivals involving lions vs. Christians.

"We don't need ratings to prove that millions of people want to gamble, that millions keep prostitution, the rackets and other social evils flourishing through their active support. But we have determined that those desires are inimical to the greater good and have identified them as such and have taken steps to regulate, control or eliminate them."

■ Among the tv shows screened at the hearings was the May 15 episode of "Whispering Smith," an NBC program, which involved a widow who raised her children to avenge the death of their father. Richard Lewis, producer, Revue Studios, contended that the program could not be harmful because children like to identify themselves with the winner, and in this episode justice had triumphed.

Dr. Ralph Gary, professor of educational psychology, Boston University, pointed out that about 3,500,000 to 4,000,000 children and teen agers see programs like "The Untouchables." If only 1% are hurt, he testified, that would mean at least 30,000.

■ NAB President LeRoy Collins will have an opportunity to testify before the committee during the week of June 19. FCC Chairman Newton Minow may also be asked to appear.

Meanwhile, Sen. Dodd declared: "In 1955, the late Harold Fellows argued eloquently that the television code, written and administered by broadcasters through a television code review board, represented 'a set of minimum principles for programming and advertising which, while not limiting in any sense the arena for creative thought, does establish guideposts for good taste and good judgment.'

"He went on to say that in the tv code and code review board the broadcasters had the machinery to act quickly and effectively in a manner that would justify the federal government's confidence in broadcasters to regulate themselves. Mr. Fellows' remarks were seconded by the vps of CBS and NBC, respectively," Sen. Dodd said.

"The vp of CBS said that each broadcaster has a definite responsibility to the public in the area of program content and production and that he would prefer to see the industry retain its self-regulation and self-discipline through the organization of NAB," he pointed out.

"The vp of NBC stated he believed it better for government to stay out of the business of regulating program content. This position, he said, placed the responsibility squarely upon the broadcasters."

■ Sen. Dodd recalled that NAB said it planned four steps: (1) Stepping up its juvenile responsibility program; (2) broadening its monitoring operation; (3) undertaking a pilot study of attitudes toward tv; and (4) enlarging the code staff.

He said, "We encouraged NAB in its efforts to enlarge the number of subscribers and we encouraged the expansion of listener groups. Yet in the five years that have elapsed since those hearings, we find that the number of shows containing violence has dramatically increased." #

American Rack Alters Name

American Rack Merchandisers Institute, Chicago, has changed its name to American Research Merchandising Institute.

VIDEO
TAPE
is the shape of
QUALITY
TV commercials
TODAY!

FOR THAT "LIVE" LOOK, TAPE IT...
on SCOTCH® BRAND Live-Action Video Tape!

"Real-life" *presence* is the new TV look achieved by today's commercials using "SCOTCH" BRAND Video Tape. Until now, the home-viewer's picture has been an ingenious compromise—an optical medium shown on an electronic screen.

Not so with tape! "SCOTCH" BRAND Video Tape offers complete compatibility of picture source and picture—both electronic—with a greatly expanded gray scale for gradual transitions from absolute black to absolute white. In addition, tape eliminates jitter, provides excellent sound quality and an "unlimited" number of special effects. It all adds up to cleaner, crisper originals of unsurpassed quality . . . with exceptional Video Tape duplicates and kines from master tapes.

Tape has many advantages—for advertiser, agency, producer. Playback is immediate, serious goofs can be remedied at once by retakes. Special effects are made instantaneously . . . no lab work and waiting. Costs are competitive, savings gratifying.

Tape is easy to work with, no mystery . . . talented specialists are available to help you. *Prove it to yourself!* Send your next TV storyboard to your local tape producer for an estimate that will surprise you—at no cost or obligation.

Write for the new brochure, "The Show is on Video Tape"—a case history of six commercial tapings. Enclose 25¢ to: 3M Co., Box 3500, St Paul 6, Minn.

"SCOTCH" is a registered trademark of 3M Company. © 1961, 3M Co.

MINNESOTA MINING AND MANUFACTURING COMPANY
. . . WHERE RESEARCH IS THE KEY TO TOMORROW
3M COMPANY

the all-woman woman...

Your kind of woman, your kind of young customer. She insists on a *style of living*... refuses to settle for a standard of living! *All woman*, she was born with a hunger for a home of her own. It started when she furnished her first doll house; set the table for her first tea party. Cooking is her creative outlet ... decorating her happy hobby. Out of her teens (and glad of it) she's out of her parents' home and out on her own. She's in her *independent twenties* and building a home of her own—be it bachelor girl apartment or honeymoon house. She's a do-it-yourself decorator, a party perfectionist, an epicure as dedicated to haute cuisine as she is to haute couture. She outcooks a French chef, outserves an English butler, she's fussier than the Fine Arts Committee in the White House. She's *all woman*—and she goes all out for color. She's the girl who triggered pink stoves, pink refrigerators, pink mixers. She's the young woman businessmen have in mind when they speak of the tidal wave of the twenties, the dynamic, *soaring* twenties market. She's the young woman who sees herself in...you sell in

guarantees
1,000,000
young
women

GLAMOUR

THE MAGAZINE FOR THE SOARING TWENTIES

© Condé Nast Publications

Volvo Names John Kamna

John Kamna, formerly an account executive with Adams & Keyes, New York, has been appointed advertising manager of Volvo Import, Englewood, N.J., importer of the Volvo automobiles from Sweden.

JUST ASK FOR MARIE . .
Call WAbash 2-8655!

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.

Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc.

431 S. Dearborn St • Chicago 5, Illinois

Nationwide Insurance Uses 'Think Piece' Ads to Sell 'Securance' Umbrella Coverage

COLUMBUS, O., June 13—Nationwide Insurance Co., Columbus, O., is spending $2,000,000 in magazines, plus one half of a $1,500,000 cooperative campaign, to get its "for-the-people, by-the-people, of-the-people" message across to the nation.

The company believes its image and philosophy are "uniquely in key with the new mood" emerging in America.

George Hunter, Nationwide advertising manager, told ADVERTISING AGE, "We have ideas about what people should be doing to better their own role."

These ideas have been developed in the ten years that Nationwide has been an advertiser. The period dates from the time the company named Ben Sackheim Inc., New York, to handle its account, then billing about $35,000.

"Our first ad theme was price appeal," Mr. Hunter said. However, the emphasis has shifted; five years ago Nationwide concluded that insurance "products" and prices would be very much alike in the years ahead. Out of this appraisal came the decision to use advertising to talk about problems that the company hoped would "stimulate people to some thought."

■ Three years ago, Nationwide allocated part of the budget to advertising in "opinion-building" publications. The list comprised *Atlantic Monthly*, *Harper's* and *Saturday Review*.

The schedule has been continued ever since. In addition, many consumer and insurance publications are being used. This is how the Nationwide campaign shapes up for the remainder of 1961, all b&w pages:

NATIONWIDE'S
SECURANCE
SAVES TIME and TEMPER—ends insurance "fussing," helps your budget, too!
SECURANCE
NATIONWIDE

COVER-ALL—*Nationwide's concept of "securance" was offered as a time and temper saver in this b&w page in the June 2 Life.*

Atlantic (June, August, September, December); *Best's Insurance News* (July 5, Sept. 5, Nov. 5); *Coronet* (September, November); *Farm Journal* (June, September, November, December); *Field & Stream* (June); *Harper's* (July, September, October, November); *Life* (June 2, June 30, Aug. 4, Sept. 1, Sept. 29, Nov. 3, Dec. 1); *Life Insurance Courant* (June 1, Aug. 1, Sept. 1, Oct. 1); *National Underwriter*, (June 24, Aug. 19, Oct. 21); *NEA Journal* (October); *Newsweek* (June 5, July 3, Sept. 25, Oct. 25, Nov. 20); *Progressive Farmer* (June, September, October, November); *Reader's Digest* (every month May through December); *Saturday Review* (June 10, July 29, Sept. 16, Nov. 25); and *Sports Illustrated* (July 24, Sept. 4, Oct. 30).

■ Nationwide believes some of the early ads are classics. One of them, on the "Trouble-maker," attempted to point out that democracy begins at home. An ad identified the "cynic": "You can tell him by his favorite food—sour grapes." The company also sought to throw some light on "the central question of our time: Will man be the beneficiary or the victim of his own achievements?" by sponsoring, in 1958, a series on WCBS-TV.

Nationwide did not claim to be the first in the corporate ad business, Mr. Hunter said. However, it does believe it is a leader in institutional advertising that "strongly involves the reader."

A year ago, this approach was tailored to a new concept, "securance," which made its debut early in 1960 in two-color spreads in *Look* and *The Saturday Evening Post* and the three "opinion" books. "Securance" was defined as a method of providing through one representative all of an individual's insurance—life, health, home, car and other property.

The *Look* and *Post* campaign continued through 1960 with nine b&w pages in each. They are not being used this year.

■ Nationwide's agency affiliation came up for reappraisal in August, 1959. The company invited 20 agencies to solicit the account in competition with Sackheim. Nationwide said it had asked for the presentations—while making it clear that it might elect to stay with Sackheim—"because we wanted to make sure we were getting the best service available."

In the end, Sackheim won out over two other finalists, D'Arcy Advertising Co. and Doyle Dane Bernbach.

The basic reason for sticking with Sackheim was "a compatibility of business philosophies apparent in their creative work," George W. Campbell Jr., advertising director said.

The company is now publishing a collection of the think-piece ads. ≠

Barnes, McGannon Head '62 Library Week

Bernard Barnes, vp and secretary of Time Inc., New York, has been named chairman of the steering committee of National Library Week, April 8-14, 1962. He succeeds Norman H. Strouse, president of J. Walter Thompson Co., who will continue as a member of the committee. Donald H. McGannon, president of Westinghouse Broadcasting Co. has been named vice-chairman of the committee, a post held by Mr. Barnes for two years.

Greensboro Names Jeffress

Carl O. Jeffress has been elected president of the Greensboro News Co., Greensboro, N.C.., succeeding his father, the late E.B. Jeffress. The company publishes the *Greensboro Daily News* and the *Greensboro Record* and owns WFMY-TV.

"Merry Wives"
attract
broad audiences
on WSB radio

Entertaining, informative programming attracts and keeps audiences on WSB. Listeners write more than 150,000 letters a year, including acclaim of "Merry Wives of Windsor" from an Ohio professor... request from an Alabama educator for tapes of WSB produced "Inauguration of Jefferson Davis"... praise for helicopter traffic service by Atlanta Retail Merchants Ass'n. Nielsen (Nov-Dec 1960) shows WSB first 97% of the time. Schedule WSB and sell Atlanta and other millions too!

ATLANTA'S
wsb radio

Represented by
Edward Petry & Co., Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

What happens to the "mats" you furnish your dealers... Are they used?

Mat Analysis Service

Mat releases to dealers cost money and yet these mats may —or may not be used. How do you know? Employ ACB to give you tearsheets and a detailed report of all mats used by dealers. Such a check-up will help to prevent wastage. Shows which styles, models, etc. are getting the best play. And, even more important, it reveals those dealers who are *not* using your mats.

We read every daily newspaper advertisement

ACB
THE ADVERTISING CHECKING BUREAU, INC.
NEW YORK, 353 Park Avenue South • CHICAGO, 18 South Michigan Avenue
MEMPHIS, Tenn. • COLUMBUS, Ohio • SAN FRANCISCO, 51 First Street

Send today for descriptive material and free catalog.

IN HOUSTON, THE CHRONICLE IS YOUR MUST BUY!

The Chronicle has 6,152 More Daily City Zone Circulation than the 2nd newspaper

14,147 More Sunday City Zone Circulation than the 2nd newspaper

And The Trend Is Toward The Chronicle

- The Chronicle has gained more total as well as more total city circulation daily than any other Texas newspaper during the past year and has continued this gain through the last six months.
- The Chronicle has more total city circulation daily and Sunday than any other Texas newspaper.

Source: Based on a comparison of Publishers' Statements to the Audit Bureau of Circulations for 6-month period ending March 31, 1961.
Houston figures based on Monday-Friday average. Some Texas papers based on Monday-Friday, others on Monday-Saturday.

THE HOUSTON CHRONICLE

Member The TEXAS GROUP

Read By More Houstonians Than Any Other Newspaper

The Branham Company—National Representatives

Admen See Bright Future in Thailand as Government Lures Foreign Funds

Economy Grows at Rate of 5%; Media Quality Improves with Expansion

By Elisabeth Ortiz

BANGKOK, June 13—Leading advertising agency chiefs are unanimous in their view that the future for advertising in this Southeast Asian kingdom is better than bright.

The economy is growing at an annual rate of 5%, and the government is promoting the country's industrial development by creating a climate favorable for foreign capital investment.

The top five agencies here are: Grant Advertising (Thailand) Inc., Cathay Ltd., Groarke & Co., Marklin Advertising and Sobhon Advertising—in that order. A safe prediction is that the recently established Asia Advertising will soon take its place in this top grouping.

- Grant Advertising, subsidiary of the U.S. agency bearing this name, is the largest shop here. It was set up in Bangkok in 1956 by George Griffin, who recently left to form Asia Advertising. Grant is now headed by Geoffrey J. Brookes and has a staff of 38, four of them "Europeans" (which in Bangkok tends to mean Americans, Australians, Englishmen and New Zealanders as well as Europeans).

George Griffin

Geoffrey Brookes

- Cathay was established in Hong Kong in 1946, opening branch offices in Bangkok and Singapore eight years later and a London office in 1959. The agency, probably the largest in the Far East, employs over 200 people. The Bangkok branch, with Bruce W. Beaumont as manager, has a staff of 22, three of them Europeans.

Bruce Beaumont

Geoffrey Groarke

- Groarke has been established for 11 years and has a staff of 45, three of them Europeans. Geoffrey Groarke is chairman of the company.

- Marklin, which has its head office in Singapore and branches in Kuala Lumpur, Hong Kong, Bangkok and London, set up its Bangkok branch 15 months ago. It has a staff of 15 under Albert Stevens.

- Sobhon, a purely Thai agency with Chatrasobhon Svasti as managing director, was founded at the beginning of 1960. Formerly it was part of the Chatra Press, which now does only printing work. There is a staff of 23, all Thai nationals, with four account executives, five including the owner, Mr. Chatrasobhon.

Albert Stevens

Chatrasobhon Svasti

- Asia Advertising, opened this year by George S. Griffin, has 17 employes, all Thai nationals.

Accurate statistics are sometimes a little hard to come by in Southeast Asia, and estimates of the total amount spent here on advertising run from $2,000,000 to $5,000,000. The $5,000,000 figure would include outdoor signs, point of sale and direct mail.

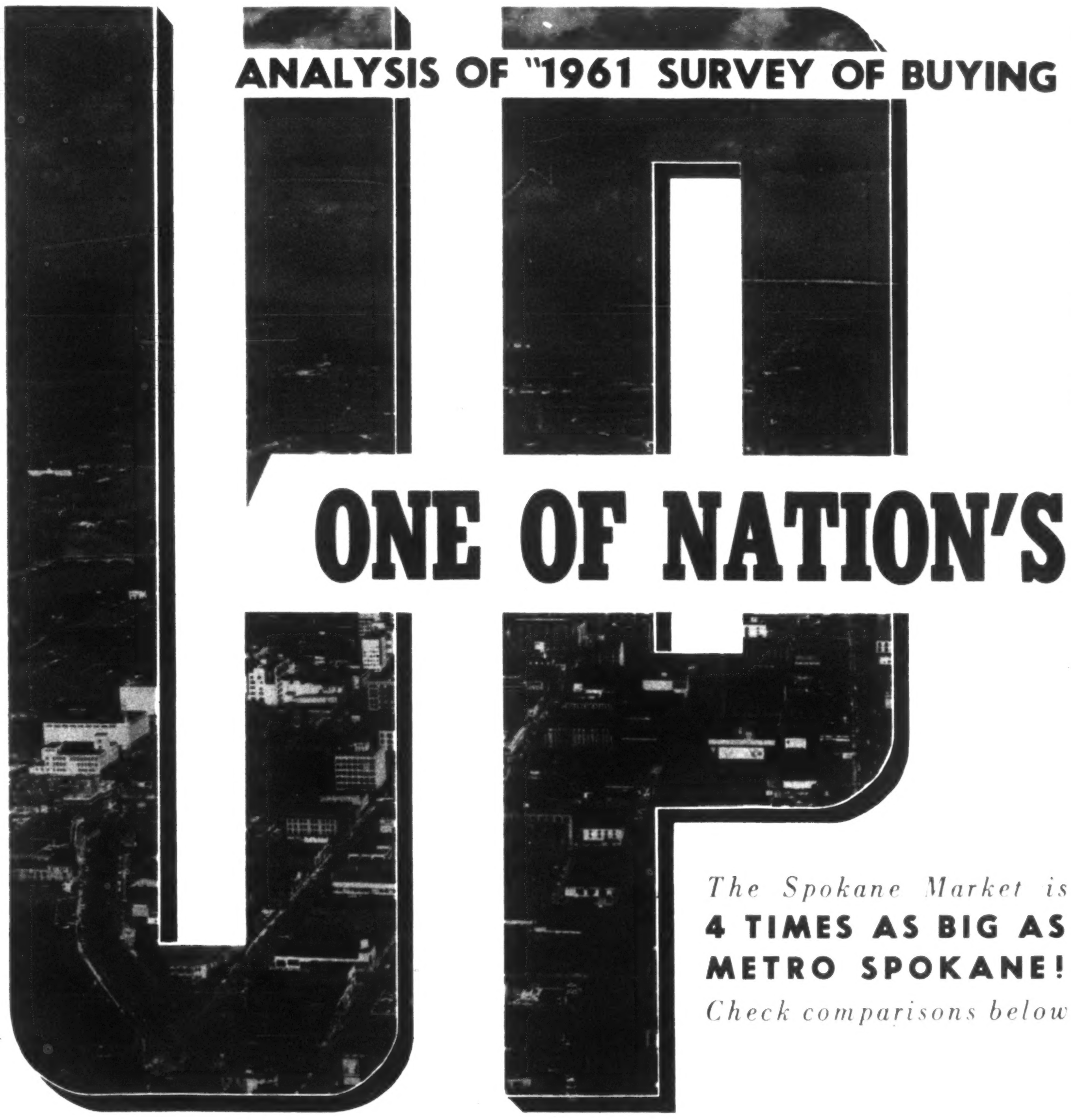
As it is against most agencies' policy to reveal billings, an assessment of leading advertisers and the amount they spend annually contains a good deal of speculation. But it is pretty safe to say that the top advertisers here are Colgate, Lever, Shell, Stanvac, Nestle, Philips, Tobacco Monopoly of Thailand and the Boon Rawd Brewery (Singha beer), approximately in that order. Estimates of how much Colgate spends range all the way from $150,000 to $300,000.

■ Radio, which is kingdomwide with 43 stations, ranks top in media. It probably accounts for as much as 30% of all advertising expenditures and Grant's Geoffrey Brookes says it is the most effective way of reaching people in depth.

However, there are problems, as the radio is government owned and run by government departments (Army, Navy and police). A one-minute commercial costs a dollar and goes to Army welfare, or something similar, and nobody grudges this.

Unfortunately, says Asia's George Griffin, the radio is getting to be so cluttered up with commercials that listeners are tending to decrease in proportion to the increase in advertising. Only a sharp rise in the cost of commercials can cure this situation, Mr. Griffin feels. It would be, he says, to everybody's advantage to get radio rates doubled, still leaving the cost extremely modest. Some radio stations in the interior are getting so much advertising that a survey would show all the listeners tuned to the big stations in Bangkok—Army Signals and Thai tv's radio station, he says.

■ Tv, with 15% of advertising expenditures, is undoubtedly the fastest growing medium, with two competing stations. Estimated set



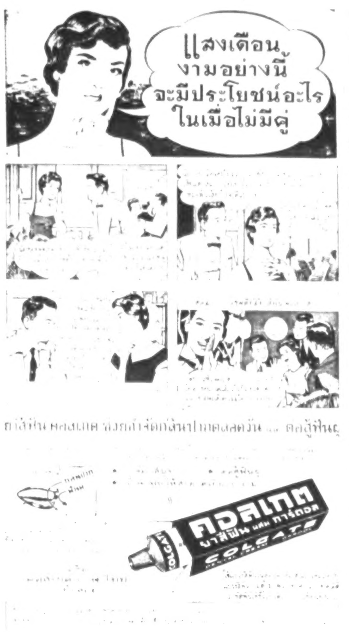
	POPULATION	HOUSEHOLDS	NET EFFECTIVE INCOME	RETAIL SALES	FOOD	GENERAL MERCHANDISE
Total Spokane Market	1,119,500	347,300	$2,166,306,000	$1,444,787,000	$338,404,000	$177,887,000
Retail Trading Zone	667,200	206,100	1,352,696,000	855,135,000	196,025,000	118,815,000
Metropolitan Spokane	282,000	92,300	594,973,000	381,133,000	88,533,000	73,337,000

	APPAREL	HOUSEHOLD-FURNISHINGS-APPLIANCES	AUTOMOTIVE	GAS STATIONS	LUMBER BUILDING-HARDWARE	DRUGS
Total Spokane Market	$56,920,000	$57,963,000	$261,529,000	$115,217,000	$151,010,000	$55,517,000
Retail Trading Zone	32,983,000	32,557,000	154,636,000	64,203,000	88,607,000	33,370,000
Metropolitan Spokane	17,334,000	16,878,000	69,980,000	23,799,000	22,399,000	14,259,000

Available Now
Unusual Rental Offering
FILM, PHOTO or RECORDING STUDIO SPACE
Near North Side Prestige Location Within Walking Distance of Chicago's "Loop."
56 E. Superior St.

- Ground Floor
- 15 Foot Ceiling Studio
- 7 Executive Offices
- Private Truck Entrance
- 8,325 Square Feet
- Convenient to Public Transportation & expressways

—located in—
Advertising Age's Advertising Center
Call Mr. Linder
WHitehall 4-7373
Browne & Storch
Managing Agents
919 North Michigan Ave.


แสงเดือน
งามอย่างนี้
จะมีประโยชน์อะไร
ในเมื่อไม่มีคู่
คอลเกต
COLGATE

OLD GAMBIT—*The cartoon strip, a favorite technique of Colgate-Palmolive Co., sees service in Thailand for Colgate dental cream. Grant Advertising is the agency.*

ownership is about 40,000, though this figure is put as high as 50,000 or even 60,000.

Peter Kovitvanij, office manager and account executive at Asia, who was formerly with Grant, says that with the opening of three more stations in the Northeast, North and South, the tv picture is very promising, for though there is no electricity yet in many rural areas, battery sets are already being marketed by the Japanese. He points out that advertisers should think in terms of viewers per set, not cost per thousand sets. His estimate of the average number of viewers per set is 15.

More reliable figures on tv should be available soon as the first independent survey is being carried out now by Dr. Frederic Ayer's Business Research Ltd.

■ The press probably gets about 30% of advertising expenditures, but here there are considerable problems, as the quality of paper is so poor that artwork cannot get good reproduction. A complicating factor is that circulations are small and rates low. Magazine circulations are rising, however, since no new publications are allowed under martial law, which is still in force.

The picture for the printing of catalogs, leaflets, brochures, counter cards, labels, packaging, etc., has brightened with the establishment here of Uni-Print, a Danish printing company which has set up a $250,000 plant in Bangkok.

The plant will provide a complete monotone engraving and typesetting service in Bangkok. Its color engraving will be done in Denmark by the latest electronic process, with a fast air service for plates.

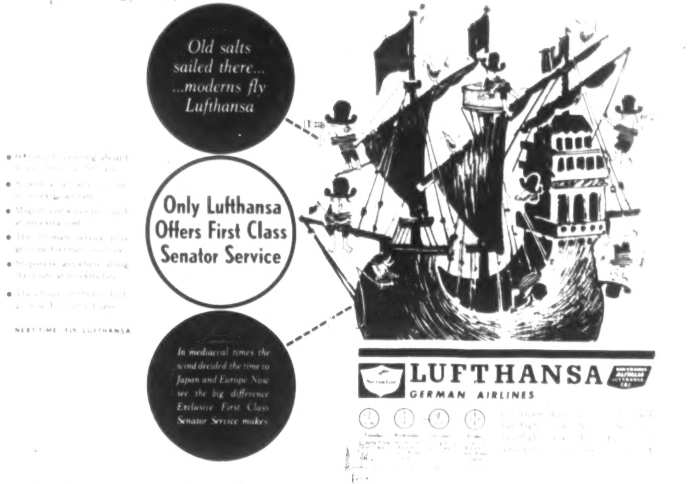
■ Bruce Beaumont says packaging is tremendously important here as Thais tend to feel that any local product well packaged is equal to the imported product which they would otherwise prefer. Badly packaged goods, whether local or imported, are always left on the shelf.

Display accounts for about 13% of expenditure, direct mail about 2% and cinema about 10%. Pearl & Dean and the more recently established Temple Films both handle cinema advertising.

Outdoor advertising is of little importance, as it carries a tax of 10 baht (approximately 50¢) for every 500 square centimeters. Ten thousand posters would thus cost a pile of tax money and as George Griffin says, it is hard to charge commission on a tax.

The need for raising media stan-

(*Continued on Page 36*)

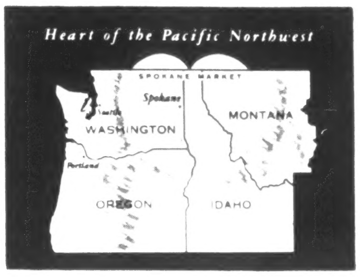

Old salts sailed there... ...moderns fly Lufthansa
Only Lufthansa Offers First Class Senator Service
In mediaeval times the wind decided the time to Japan and Europe. Now see the big difference Exclusive First Class Senator Service makes
NEXT TIME FLY LUFTHANSA
LUFTHANSA
GERMAN AIRLINES

thru EUROPE and the U.S.A. via TWA
WE SPECIALIZE IN MAKING HAPPY FLIGHT PLANS FOR BANGKOK FAMILIES
TWA
TWA HAS FLOWN MORE JET PASSENGERS THAN ANY OTHER WORLD AIRLINE

COMPETING IN BANGKOK *Lufthansa and Trans World Airlines fight it out for the air travelers out of Bangkok, with Grant Advertising handling TWA and Cathay servicing Lufthansa.*

POWER" MARKET DATA SHOWS:

THE Spokane Market IS


Heart of the Pacific Northwest
SPOKANE MARKET
Spokane
Seattle
MONTANA
WASHINGTON
Portland
OREGON
IDAHO

MOST PROSPEROUS!

Here's a market where your product will score sales success because business is good right now . . . the Billion Dollar Spokane Market. Take a good look at it! Analysis of data from this issue of the *Survey of Buying Power* shows that the Spokane Market is one of the most prosperous in the nation. Net income is up $47 million . . . Retail Sales, $16 million.

If you are responsible for selecting markets, you'll find it helpful . . . *and profitable* . . . to know that the Spokane Market not only is one of the nation's major markets, but also one of its most *lucrative sales areas.* Spokane is the only metropolitan city serving this isolated, 36-county marketing area of over a million people who spend $1½ billion a year for retail merchandise. Per capita income in Spokane is $2,220 . . . 12% above the U. S. average and Retail Sales per capita are 44% above the U. S. average.

More important: Sales Management's significant Retail Sales Activity indexes show Spokane well above the U. S. norm of 100. Food is 141 . . . Automotive 147 . . . Drug 166 . . . Appliances 141 . . . General Merchandise 210. Spokane's total Retail Sales Index is 144 compared with the 13 western states of 111 . . . and the West has the highest index of any region in the nation.

Here's a responsive, prosperous marketing area that merits your best sales efforts. It's an absolute must in the Pacific Northwest, but it can not be sold with newspapers published in coastal cities nearly 300 miles away. It is sold *easily* and *effectively* with The Spokesman-Review and Spokane Daily Chronicle. Together these two big dailies sell:

approximately 5 out of 10 families in the FULL 36-county market
7 out of 10 families throughout the Retail Trading Zone
more than 9 out of 10 families in the Metropolitan Area

9 OUT OF 10 SUBSCRIBERS DELIVERED AT HOME — 86.41% UN-duplicated

THE SPOKESMAN-REVIEW
SPOKANE DAILY CHRONICLE

Advertising Representatives: Cresmer & Woodward, Inc. Sunday Spokesman-Review carries Metro Sunday comics and This Week magazine

---

ONLY AT BACON'S

Every item clipped as published . . . original clippings only

Complete clipping coverage of business, trade, farm and consumer magazines

Every item as published—original clippings only . . . double-check editing insures against unwanted material . . . 100% accurate reading list, revised daily . . . specialized reading, market-by-market. All this *only* at BACON'S, your key service for complete reliability on magazines.

BACON'S PUBLICITY CHECKER
for 100% accurate release lists
Easy to use. Quarterly revisions keep you 100% up-to-date. Over 3500 listings in 99 markets. 368 pages. $25.00. Sent on approval.

BACON'S CLIPPING BUREAU
14 East Jackson • Chicago 4, Illinois
Telephone: WAbash 2-8419

Admen in Thailand . . .

dards is emphasized by all admen here.

Media rates are not only too low but, says Albert Stevens of Marklin, are often still a matter of bartering.

There is no doubt, however, that, in spite of media being the biggest problem, each year sees a real improvement.

■ Thailand has never been a colony and this means there are no hard feelings, and new ideas and products are welcomed. Road building is opening up the country, and people in rural areas are buying more sophisticated products. Literacy is high. An expanding economy in such a setting means expanding business and with it a bright future for advertising.

George Griffin is producing a booklet, "Know Your Market," to send to U.S. and British companies every quarter, containing market information. He hopes it will help to dispel the considerable ignorance about what will sell here. It might also help the West to quit believing in the "little Thai housewife" who does not exist in this country, where a secretary working for a western concern is apt to be a minor princess and come to work in her own Mercedes Benz. And it is not unknown for servants to have servants.

■ Mr. Chatrasobhon has put out, as a public service, both Thai and English versions of a booklet entitled, "Questions and Answers About Advertising."

He points out that one of the problems here is that some business men, particularly Chinese business men, do not understand the functions of advertising and are still inclined simply to announce the goods they have in stock. The idea of market research to find out what people want is still foreign to them.

Another problem which does not exist in other languages, says Mr. Chatrasobhon, is that you cannot use the same form of Thai in all advertisements. In newspapers circulating among the lower echelons, the lower form of Thai must be used, as the higher form would not be understood. It would be almost a foreign language.

In newspapers and magazines circulating among the upper echelons, it is important to use upper class Thai, as the lower form would be very offensive.

Admen here must choose the right level of language as well as making their selling appeal. It widens the field for goofs. =

BUILD SALES WITH PROMOTIN' PROMOTERS

BALLS

BALLOONS

BARR premiums build sales inexpensively

Hundreds of sizes shapes and colors

Proven Sales Builders

Can Barr premiums help in your promotion? Write us about your need and our Art Department will furnish a free design and message. We'll give you real sales building ideas.

Write

The BARR RUBBER PRODUCTS COMPANY
SANDUSKY, OHIO

When the Stars Are Right, Thailand Agency Opens

BANGKOK, June 13—After consultations with saffron-robed Buddhist monks at a nearby wat (temple), Asia Advertising opened here on March 20, the date considered to be most auspicious for the agency's success.

The opening of the new agency is a significant proof of the steady growth of the industry in this expanding economy.

George S. Griffin, formerly of Grant Advertising, is managing director of the new agency, with Peter Kovitvanij, also formerly of Grant, office manager and account executive.

■ The new agency, whose accounts include Omega, Tissot, Berec (batteries), Johnson's wax, Clinton engines, the Thai Tobacco Monopoly and Foremost milk, has actually been operating since the beginning of March but delayed putting up its sign in deference to the custom of choosing the right date by astrology.

Dozens of baskets of orchids sent by wellwishers filled the offices on opening date, which was marked by a religious ceremony and later in the day by a cocktail party. =

Paint Dealers' Group Sets Ethics Agreement Effort

Retail Paint & Wallpaper Distributors of America, St. Louis, is mailing to its members copies of a code of ethics agreement, which, if signed by the merchant and approved by the association, makes the retailer a "registered paint and decorating products dealer." A certificate of registration is public notice, the group said, that the dealer pledges to (1) serve the public with honesty in pricing and values; (2) represent the relative qualities of merchandise in honest fashion; (3) advise customers responsibly in matters of product selection and usage; (4) refrain from all deceptive practices such as fictitious list prices, exaggerated comparative prices, bait advertising, misleading "free" offers; and (5) stand behind the merchandise sold. Adoption of the code allows the dealer to use any of the materials of the association's program featuring the "registered dealer" theme.

The association is also circulating a franchise checklist to the dealers "to defend independent stores from unscrupulous use of the franchise device." Dealers are also asked to inform the association of all cases where manufacturers violate their agreements.

International Breweries to Honor Broadcasters

International Breweries, Detroit, will give recognition for media merchandising activities to radio and tv stations in an eight-state area, carrying commercials for International's beer brands. The second annual contest for the award for excellence in media merchandising runs through July 31.

'H&G' to Raise Base

House & Garden will increase its circulation rate base from 725,000 to 800,000 effective with the September issue. No increase in advertising rates is planned through January, 1962.

Mutual Plastic Names Enyart

Mutual Plastic Mold Corp., Los Angeles, manufacturer of Crystal-Back plastic containers, has appointed Enyart & Rose, Los Angeles, to handle its advertising.

CAN MOZART SELL MARGARINE?

Or soap? Or toothpaste? Is concert music and commentary a tasty dish that will influence people to try your brand, visit your place of business, call your salesman? Just consider the response to WJR's fine arts programming.

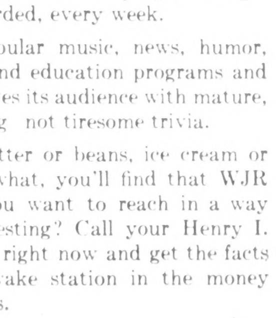
Listeners write in by the hundreds many say they've never written a fan letter before. Critics in magazines and newspapers applaud. Housewives have formed a "Don't Call Between 10 and 11 a.m. Club," a glowing tribute to WJR's morning concert program.

Prime cause of this happy furor is Karl Haas, distinguished concert pianist, WJR's host, commentator and director of fine arts programming - 20 hours, live and recorded, every week.

With concert and popular music, news, humor, variety, sports, farm and education programs and many others, WJR serves its audience with mature, intelligent programming not tiresome trivia.

If your business is butter or beans, ice cream or insurance, no matter what, you'll find that WJR talks to the people you want to reach in a way they like. Sound interesting? Call your Henry I. Christal representative right now and get the facts on WJR, the wide-awake station in the money belt of the Great Lakes.

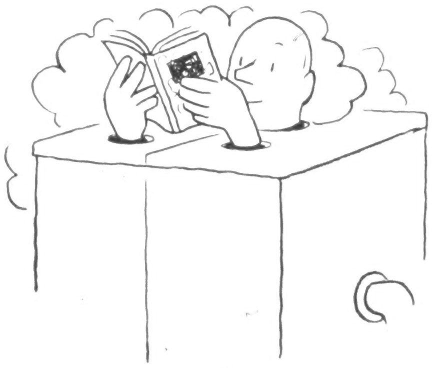
WJR DETROIT
760 KC 50,000 WATTS
Represented by Henry I. Christal Co., U.S. & Canada
Atlanta · Boston · Chicago · Detroit · San Francisco



Fine arts programming is a part of our complete range programming—something for everyone, every day.

More than 12.500.000 people buy each issue of Reader's Digest. They and their families

turn to their copies again and again. The result is that a page advertisement in the Digest



is looked at over 60 million times. This compares with 30 million times for a page in Life. Look or Post.* For about the same money the Digest lets you...

double your chances-to-sell!

**Source:* Alfred Politz Media Studies.

Digest helps insurance company increase premiums by $43,000,000. State Farm Mutual Automobile Insurance Company opened its sales year with a six-page advertisement in Reader's Digest. During that year premiums increased $43 million.

"This advertisement was the motivating force in the most powerful single promotional activity we ever carried out," says State Farm. "Its depth and continuing influence are so great they can't be totally measured."

Follow in the footsteps of one of America's fastest growing insurance companies. Place your advertising where it will be seen more often by more people with money to spend.

People have faith in

Reader's Digest

Do you sell overseas? In 110 countries outside the U.S., more than 30,000,000 people with money to spend read the Digest every month. 28 editions in 13 languages.

'Popular Mechanics' Adds Mail Order Ad Section

Popular Mechanics will inaugurate a new mail order shopping section in its October issue. Rate for a basic two-inch space unit will be $300. Joel Laufer, formerly with Sovereign-Lee Corp. and *Chicago's American*, has been named manager of the new mail order department.

Osborne B. Bond, formerly eastern advertising manager of *Popular Science*, has joined the eastern staff of *Popular Mechanics*, in New York. Jean E. Clohesey, formerly with *House & Garden* and *Sports Age* and owner and publisher of *Motel Magazine* and *Motel Buyer's Guide*, has been appointed to the Chicago sales staff of *Popular Mechanics*.

BIG RUN CATALOG PROBLEM? CALL CAREY

Carey can solve it—speedily, colorfully and economically. Our rotary printing, unique binding and paper facilities, plus round-the-clock operation, easily meet your deadline and budget requirements. Call Arthur Friedman, Sales Manager

CHickering 4-1000

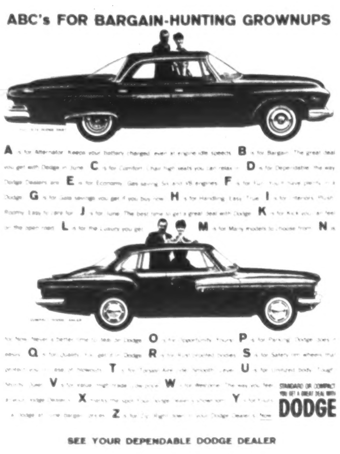
CAREY PRESS CORP.
Our 67th Year
406 W. 31 St., N. Y. 1

Videotape Moves in Fall

Videotape Productions of New York, tv tape producer, will move to new quarters at 67 St. and Columbus Ave. in the early fall. The company will lease a three-studio and office facility from NBC-TV.

Nazzaro Promoted

John Nazzaro, formerly copy chief of Chirurg & Cairns, Chestnut Hill, Mass., has been promoted to creative director of the agency's Boston office.


ABC's FOR BARGAIN-HUNTING GROWNUPS
STANDARD OR COMPACT YOU GET A GREAT DEAL WITH
DODGE
SEE YOUR DEPENDABLE DODGE DEALER

ABECEDARIAN—*This ad for Dodge Dart and Lancer automobiles ran last week in approximately 1,600 newspapers covering the 299 Dodge markets and individual dealer points. The ad was in 400, 800, 1,200 and 1,800 line sizes. Batten, Barton, Durstine & Osborn is the agency.*

Plastic Packaging to Treble in Five Years, Mahaney Says

NEW YORK, June 13—Plastic packaging will grow about 199% in the next five years, making it an $800,000,000 segment of the packaging industry, the annual conference of the Society of the Plastics Industry heard last week.

Making the forecast, Donald R. Mahaney, market specialist at Monsanto Chemical Co., said the areas offering the major marketing opportunities in the period could be polyolefin films for produce, bakery products and soft goods; nestable containers and lids; and blown bottles and extrusion coatings on paperboard.

Mr. Mahaney said that of the 6.1 billion lbs. of plastics produced in 1960, over 450,000,000 lbs.—close to 7.5%—was used to produce packaging film, containers or coatings. ≠

Palmer Appoints Two

George W. New, formerly assistant bureau manager of the Pittsburgh office of *Business Week*, has joined the Pittsburgh office of T. N. Palmer & Co., New York, as an account executive. John Nemeth, who joined Palmer in February, has been named controller of the agency.

Otis Joins IARI

George G. Otis, formerly vp of marketing of Madison Consultants Inc., New York, has joined the Industrial Advertising Research Institute, Princeton, N.J., as research project manager.

Adman in the News . . . Tom Yellowlees

Thomas Yellowlees

When Thomas A. Yellowlees won for himself the joys and headaches that come with being elected president of the Assn. of Industrial Advertisers this month—the first Canadian ever to fill the job—he had something to say about relationships between Americans and the natives of his homeland. He admitted that the relations were not all sweetness and light.

"The popular notion that because Canadians and Americans beam so warmly at each other across our boundary line the Great Lakes never quite freeze solid is somewhat exaggerated," he commented. And he added that the problems existing between the two countries are not just imaginary.

"Nevertheless," he said, "we are like a family. We bicker and argue among ourselves, but let an outsider try to pluck a leaf from a maple tree or reach for the tail feathers of a bald eagle, then we would stand together and take on the whole world if necessary."

■ Tom Yellowlees should be pretty well qualified to know how Canadians feel on the subject. He has lived in Canada for all of his 47 years, and has lived and worked both in its big cities (he is a native of Toronto) and out in the field in that far-flung land. He began his career in the gold mines of northern Ontario in 1935, first as an assayer, then as a mill and mine manager.

He joined Canadian General Electric Co. in 1940 in personnel and purchasing capacities, then got into sales promotion. Today he is manager of advertising and sales promotion for the switchgear and control section of Canadian GE's apparatus department in Peterborough.

Mr. Yellowlees believes that American-Canadian relations generally are reflected within the AIA among its Canadian and U.S. members. "We do have differences in geography, markets and distribution which create some problems," he commented, but he believes that the establishment last year of an AIA committee to study and recommend policies for dealing with these problems has opened the door to their solution.

■ A clue to the kind of fellow AIA will have as its head in the coming year is his frankness about having sought the job. He makes no bones about having wanted to be president of the association. "It is the fulfillment of a desire that I have held almost since I joined the association in 1953," he said.

In fact, when Tom Yellowlees was elected AIA president at its annual convention in Boston, he already had a man-sized start on the job. He revealed that he had obtained permission from the executive committee to assign to the vps in advance what their functions would be, and he was armed with slides to show who they were and what they'd do. He also had each vp arrive in Boston with a report on his plans and the goals he aimed to achieve in the year ahead.

■ And, working with the membership committee, Mr. Yellowlees had a flock of membership sales kits ready to hand out at the Boston convention to chapter presidents and membership chairmen to help in a membership drive, which the new president considers a primary goal of his administration. "Without a strong membership that truly represents all phases of industry in the U.S. and Canada, we are a voice in the wilderness, accomplishing nothing," he said. "We must build membership. The only way I know is hard sell."

He believes that improvement of chapter programs is the first step to winning new members. The job, he stressed, is "to improve the product and to sell it."

■ Tom Yellowlees is married and has a daughter, Joanne, 18, and a son, David, 14. He is a past president of the Toronto chapter of AIA, a director of the Peterborough Chamber of Commerce and the Peterborough Sales & Ad Club, and an active golfing and curling member of the Peterborough Golf & Country Club.

As to the things he has done in recent months in anticipation of becoming president of AIA, he told fellow members in Boston: "I make no apologies. I have done many other things besides these, all of which could have gone into Boston Harbor like that shipment of tea some years ago, had you decided to elect someone else to this job. However, you didn't and I am glad, because now we can move right ahead on plans that have already been made." ≠

'This Week' Names Two

This Week Magazine, New York, has named Mac G. Morris assistant advertising sales manager. His former position, eastern ad manager, was eliminated as *This Week* coordinated six new product group sales teams—headed by group managers—under his direction. Thomas E. Dosen, previously eastern sales director of Meredith Publishing Co., has joined the new grocery products advertising group of *This Week*.

Frequency and Bulk Discounts Available July 1

in the Remarkable ROCKFORD Newspapers

FREQUENCY AND BULK DISCOUNTS
(effective July 1, 1961)

	12 Weeks in 13 Weeks	24 Weeks in 26 Weeks	36 Weeks In 39 Weeks
300 lines	4%	6%	8%
600 lines	5%	7%	9%
1,000 lines	6%	8%	10%
1,500 lines	7%	10%	12%
2,408 lines	8%	12%	14%
Page	9%	14%	16%

	48 Weeks In 52 Weeks
300 lines	10%
600 lines	11%
1,000 lines	12%
1,500 lines	14%
2,408 lines	16%
Page	18%

BULK DISCOUNTS

2,500 lines	3%
5,000 lines	5%
10,000 lines	7%
25,000 lines	9%
50,000 lines	11%
75,000 lines	13%
100,000 lines	15%

● FIRST in ILLINOIS in Population and Sales (outside Chicago)

ROCKFORD
MORNING STAR & Register-Republic

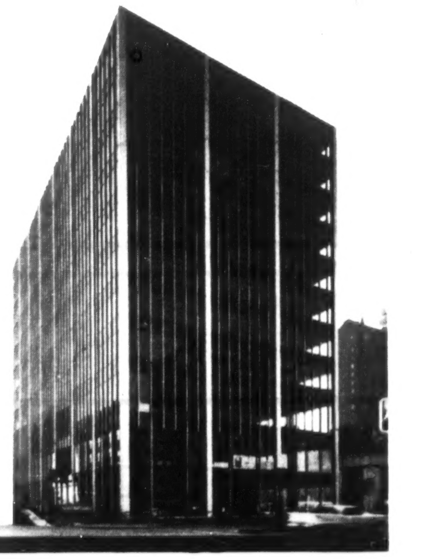
We've moved in Chicago

OUR NEW ADDRESS:
9th Floor, The Blair Building
645 North Michigan Ave. (at Erie)
Chicago 11, Illinois
Phone: SU 7-2300

JOHN BLAIR & COMPANY
founded 1933 – exclusively radio

BLAIR-TV
founded 1948 – the first company formed to serve television stations exclusively

BLAIR TELEVISION ASSOCIATES
founded 1954 – a further extension of the Blair principle of specialized tv selling



COPYRIGHT FAWCETT PUBLICATIONS, INC., 1961

Woman's Day
outsells
McCall's,
Ladies' Home
Journal,
& Good House
(all three
combined)
in single
copy sales

Single Copy Sales (1960)

WOMAN'S DAY		**5,051,066**
McCALL'S	1,792,757	4,338,561
LADIES' HOME JOURNAL	1,814,943	
GOOD HOUSEKEEPING	1,105,430	

Total Circulation (Dec. '60 ABC)

WOMAN'S DAY	**5,051,066**
McCALL'S	6,560,452
LADIES' HOME JOURNAL	6,550,415
GOOD HOUSEKEEPING	4,961,039

SOURCE: A.B.C. 6 MONTHS STATEMENT

MORAL: Offer a woman a useful, realistically edited full service magazine, and she'll take the trouble to go out to buy it.

A FAWCETT PUBLICATION
Woman's Day

The force of Realism in the woman's service field

Murphy Aves Noble

AVES AWARDS WINNERS—*Wesley Aves, president, Aves, Shaw & Ring, Grand Rapids and Chicago, meets two Michigan State University seniors who won the Aves Awards this year. John Murphy received a check for "outstanding competence in the total field of advertising" and John Noble received one for "outstanding ability as a copywriter."*

Plan **LUAUS**
for CONVENTIONS · CLUB · HOME
LEIS, ORCHIDS, HULA SKIRTS, etc.
ORCHAWAII
Hq. 305 7th Ave., N.Y. 1, N.Y., OR 5-6500
Br: 30 W. Wash. St., Chi. 2, Ill. AN 3-6622

La Fond Adds Star Parts

Star Parts, South Hackensack, N.J., manufacturer of parts for typographic line casting machines, has appointed Richard La Fond Advertising, New York, to handle its advertising, effective Aug. 1.

'Ski-Runner' Sets Dates

Ski-Runner, official publication of the Toronto Ski Club, will publish six issues during the 1961-'62 season. Issues are scheduled for Sept. 15, Oct. 15, Nov. 15 and Dec. 15, 1961, and Jan. 15 and Feb. 15, 1962. One-time b&w page rate is $200. The tabloid has a circulation of 3,000.

Goedewaagen to McCormick

McCormick Selph Associates, Hollister, Cal., manufacturer of explosive devices, has appointed Pieter Goedewaagen advertising manager. Mr. Goedewaagen was formerly advertising manager of the tape duplicating division of Ampex Corp.

Lever Tests New All

Lever Bros. Co. has introduced pre-measured water-soluble packets of All in Toledo, Fort Wayne and Oklahoma areas. Spot tv and newspaper advertising is scheduled in the test markets through Sullivan, Stauffer, Colwell & Bayles.

PKL Leases New Space

Papert, Koenig, Lois, New York, has leased the 26th floor of the General Dynamics Bldg. in Rockefeller Plaza, and will occupy the new quarters in September.

COLLABORATORS—*Robert Stonedale is working on his next Civil War dispatch while Annette Kercheval handles the production and sales.*

Adwoman, Ex-Agency Man 'Report' War 'Tween States as Seen by Confederacy

HOUSTON, June 13—Sunday newspaper stories on Civil War battles, written by a former adman as if they had happened, not 100 years ago, but during the week, are being read in 55 cities across the U.S.

Robert Stonedale

Robert Stonedale, former president of the old Stonedale-Jones Advertising Agency, absorbed by McCarty Co. (AA, Feb. 9, '59), has bridged the century gap and is making 1861 maneuvering and fighting seem like last night's news.

The feature, reportedly the only one written from the southern viewpoint, is marketed by Mr Stonedale's associate, Annette Kercheval, radio-tv director of Gregory-Giezendanner Advertising Agency, Houston.

Mr. Stonedale's interest in the southern point of view, inculcated early in his life by his grandfather, a Confederate veteran, rose anew in 1960, when he noted the popularity of the approaching Civil War centennial.

In 1959, after giving up active advertising work, he had returned to another early love, automobile racing, for about a year. He also did free lance writing of tv and industrial film scripts and short stories.

■ Then he conceived the plan of writing a series of war stories, as if he were a war correspondent on the spot, telegraphing news to his newspapers.

In her spare time, mostly on weekends, Miss Kercheval corresponded with newspapers and syndicates. She lined up some 55 dailies and weeklies. Much to her surprise, requests also came in from newspapers in New York, Pennsylvania, Ohio and North Dakota. Northern readers contribute sizably to the 50 or 60 letters Mr. Stonedale receives weekly.

He starts his research in his own extensive library of Civil War history and biography, then explores official records in the Rice University library. To get the flavor—to make his accounts seem like news rather than history—he browses among accounts written during or not long after the events themselves.

It takes Mr. Stonedale most of a week to prepare one story.

■ With half his mind on events 100 years ago and the other half on events today, he writes his accounts in the florid and emotional style of war correspondents of 1861—but inserts one element important in 1961: Accuracy.

"Those boys were, to say the least, immoderate and inaccurate in many respects," Mr. Stonedale said about some of the contemporary sources.

Writing from the viewpoint of the South demands that in each story he reflects the hope and expectation that the southern cause will undoubtedly win. Knowing what actually happened, however, he must include contrary information and opinion, so the reader will not be misled.

When he is not working on his Civil War "reporting," Mr. Stonedale writes scripts for industrial and promotional films.

Miss Kercheval reads the first draft and reports how it strikes her to give the writer the first critique. She stencils the final version, makes up the dispatches to the subscribing newspapers, keeps up the billings, and contacts new prospects. On Monday mornings, she is back on her regular job at Gregory-Giezendanner. #

Agency Fraud Suit Dismissed, Richard McCarthy Refiles

The fraud action initiated last October by Richard McCarthy, vp of Armand-Richards, Hackensack, N.J., against Edward Conti, president of Conti Advertising, Ridgewood, was dismissed May 29 by a district court judge, and the plaintiff accepted a voluntary dismissal. Mr. McCarthy said he refiled his suit, as a breach of contract, on June 1 in superior court, Trenton. Conti has denied Mr. McCarthy's charges that his former agency failed to live up to a stock agreement.

Conti has filed a $350,000 damage suit against the Armand-Richards principals for violation of contractual agreements, which is now listed for a hearing Oct. 16.

Curry Opens Own Agency

Monte J. Curry has resigned as creative planning and copy supervisor of the *Los Angeles Examiner's* display advertising department, to open his own agency, Curry & Staff, with offices at 239 S. Oxford Ave., Los Angeles.

AMA Chapter Elects Miller

The Louisville chapter of the American Marketing Assn. has elected James M. Miller, advertising manager of Federal Chemical Co., president.

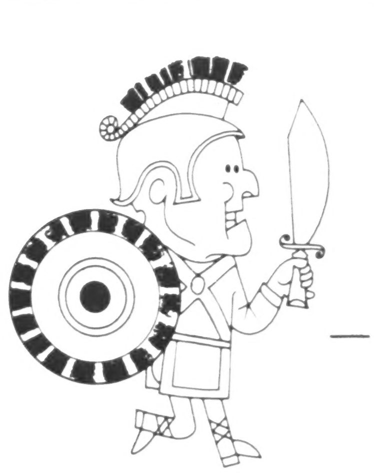
Johnston Names Jenkins

William G. Johnston Co., Pittsburgh, has appointed Albert O. Jenkins creative director. Mr. Jenkins was formerly with Fuller & Smith & Ross, Pittsburgh.

Wickersham Press Moves

Wickersham Press has moved to Starr & Borden Aves., Long Island City, N.Y.

CLIPPER®
ISOLATES 600,000 OF THE WORLD'S MOST SELECT CONSUMER PROSPECTS
Charter Issue September 1, 1961
Final Closing July 1, 1961
CALL: PIRNIE & BROWN, ATLANTA
DIDIER & BRODERICK, CHICAGO
MURRAY BERNHARD ASSOC., NEW YORK
ARDEN E. RONEY & ASSOC., LOS ANGELES
Clipper Magazine - 450 North Syndicate, St. Paul 4, Minnesota



War is Hell

But the buying climate in the growing Greenville-Washington Market is HEAVENLY. WITN and WNCT dominate this market's 4 huge military installations and their 110,000 service folks. Bear this in mind when you plan your next campaign strategy. Avails and details are yours for the asking.

CHANNEL 9
WNCT
GREENVILLE, N. C.
CBS · ABC

7 witn
Washington, N. C.

"ONE OF THE TOP 100 MARKETS"
Well over 1,000,000 Population — Set Count 200,000

More than ever, TIME is the shape of America's top markets

Per cent distribution of total circulation GAIN in top four U. S. regional areas from 1955-1960

	TIME	U. S. News & World Report and Newsweek combined
New England	11.0	6.8
Middle Atlantic	26.6	16.2
East North Central	20.3	16.9
Pacific	23.3	15.8

Sources: Sales Management's "Survey of Buying Power" (7/10/60); Statistical Abstract of the United States, 1960; Publishers' reports to the Audit Bureau of Circulations, 6 months ended June 30, 1960 and 6 months ended June 30, 1955.

In the four regions that account for 64% of America's buying income—70% of the nation's manufacturing activity—TIME's circulation has grown faster than that of the other two news magazines combined. Result: as TIME's circulation grows, it is becoming even more concentrated than others in the markets that count. With TIME, in TIME, you reach more of those who buy the most of nearly everything.

TIME

TIME . . . TO REACH 2,550,000 TOP-OF-THE-MARKET FAMILIES

THE NATIONAL ELECTRICAL

▲ Joe McPartland, flanked by Leonard Padawer (left) and Herbert Schlossberg from the consulting firm of Eitingon & Schlossberg, gets into the details of a system being installed by Charles E. Zweifel for Morgan Guaranty Trust Company of New York.

◀ Editor McPartland discusses a fine point of code interpretation in one of his courses on the National Electrical Code. Among his listeners are, left to right, A. E. De Loach, Northern New Jersey Supervisor, Middle Department Association of Fire Underwriters; Milton Nadelberg, Lightning Electric Service Company; Henry Wenson, Chief Electrical Engineer, New York Port Authority; and Ralph Konwiser, Electrical Contractor.

He looks with 42,706 pairs of eyes

The man in the middle is Joseph F. McPartland, Associate Editor of McGraw-Hill's ELECTRICAL CONSTRUCTION & MAINTENANCE. He's deep in a discussion of a modern electrical system for power and light.

As he looks, he thinks of what would interest his 42,706 subscribers who design, install and maintain electrical systems.

What's new in this modern, high-capacity system? What's different? Are there features that can be used by others on projects with similar requirements? How could the whole industry profit from it?

Knowing what to look for is Joe McPartland's specialty. With his great practical knowledge of electrical construction, he combines a knack of boiling the big projects down to bite size for industry-wide application. A graduate electrical engineer (Dartmouth), he has written a number of books on electrical design and construction. One volume, "Electrical System Design," has become a standard for contractors and engineers. Joe also lectures regularly to industry groups on electrical design and the National Electrical Code—the basic document of safety in electrical practice.

His knowledge and experience, plus that of his associates on the editorial staff is one big reason why EC&M is *the* magazine among electrical contractors, consulting engineers, plant electrical people and electrical inspectors. Its editorial impact, its solid contribution to the growth and development of electrical design and construction technology, is universally acclaimed by the vast industry the magazine serves.

Authoritative reporting, based on comprehensive knowledge, is a characteristic of all McGraw-Hill publications. Key men in business and industry pay over $6,000,000 annually to subscribe to these magazines because they want . . . and need . . . this type of editorial service. They form an interested audience, the kind you want if you're an advertiser. In our publications, the men you wish to reach are literally paying to reach you.

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N. Y.

Top U.S. Banks Are Top Advertisers, Too

Ten Biggest Banks Spend 11% of Figure; Bank of America Tops

By Rance Crain

NEW YORK, June 15—The nation's ten biggest banks will spend almost $20,000,000 this year to advertise their local, national and international services—and they'll do it in a varied assortment of unstuffy ways, according to a survey conducted by ADVERTISING AGE.

Advertising expenditures of the ten banks figures to about 11% of the estimated $180,000,000 total ad budget of the 13,484 commercial banks in the U.S.

Five of the top ten banks will put the biggest portion of their advertising into newspapers; two will invest most heavily in magazines; two in tv. The tenth will rely on banking publications. The banks will try everything from "Better-to-improve-than-move" clubs to family banking centers in an effort to attract depositors.

Other themes being promoted by the banks:

- Friendly atmosphere.
- Broad range of services.
- "Day of deposit" interest rates.
- "Same day" loans.
- Travelers checks.

■ Nine of the nation's ten biggest banks are also top advertisers. Here are the biggest banks, with their advertising expenditures: Bank of America, San Francisco ($5,000,000); First National City Bank, New York ($3,300,000); Chase Manhattan Bank, New York ($3,000,000); Chemical Bank New York Trust Co., New York ($1,789,000); Bankers Trust Co., New York ($1,750,000); First National Bank of Chicago ($1,500,000); Manufacturers Trust Co., New York ($1,425,000); Continental Illinois National Bank & Trust Co., Chicago ($1,000,000); Security First National Bank, Los Angeles ($1,000,000); and Morgan Guaranty Trust Co., New York ($250,000).

Based on amount of deposits as of Dec. 31, 1960, however, the line-up would change (*see chart*). Morgan Guaranty, with deposits of almost $3,900,000,000, ranks as the fifth biggest bank in the U.S., but because its customers are either large businesses, correspondent banks or wealthy individuals, this "banker's bank" does very little advertising. Its promotional activity is limited to publishing its "statement of condition" quarterly in New York dailies and banking papers and occasional direct mail pieces to customers, such as letters announcing new services.

■ Playing up such slogans as, "You have a friend at Chase Manhattan," "Like having a banker in the family," "You come first at First National," and "The bank with the home town touch," the top ten banks stress their down-to-earth atmosphere, their variety of services and their "image" as worldwide organizations.

The idea behind all this promotion is to pull in more deposits, the life blood of any bank.

As one banker put it, "Ever since 1930, most of our public relations efforts have been aimed at tearing down the notion that bankers are stuffed shirts who won't look at you unless you have $1,000,000." But he added: "Frankly, I think we've gone too far the other way."

A trademark study by Lippincott & Margulies, New York, tends to substantiate this point of view. The survey indicates that customers (especially women) value authority, rather than friendliness, as a bank's biggest asset. The study also revealed that the average customer has a low opinion of banks which make it too easy for him to get a loan.

■ Banks with the highest ratings were thought to have a large number of corporate accounts, a moderate degree of customer interest, a large number of branches and extensive foreign operations.

Another survey, prepared by Edward Thomas Associates, New York, pr company handling some financial accounts, points out that commercial banks are losing ground in the battle for consumer savings. The report states that in 1960 savings and loan associations increased deposits by more than $7.5 billion, while commercial banks picked up not quite $5 billion in savings deposits.

The majority of 189 commercial banks answering Thomas' query believed that more aggressive, imaginative and consistent advertising and promotion constitute the key to attracting savers.

More than one-third of the banks plan to spend between 20% and 30% of their ad budgets to attract savers. And 99% of the bankers use newspapers as the primary medium for promoting savings, the survey showed. Radio, used by 81% of banks, and car cards, used by 75%, were the second and third favorite media.

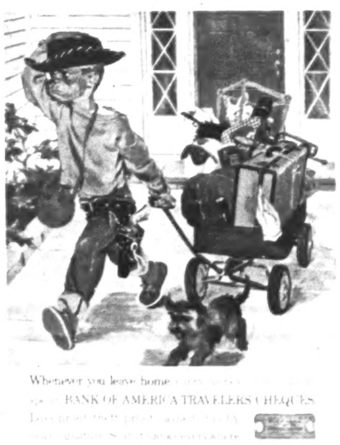
■ Of the commercial banks participating in the study, 55% employed direct mail advertising, 43% used tv, 41% staged employe contests, 36% used outdoor, counter and floor displays and 22% favored premiums as the way to woo more savers.

(Of the banks queried, 22% spend less than 10% to promote savings; 29% spend 10%-20% on savings; 34% spend 20%-30%; 13% of the banks spend over 30%; and 2% didn't answer.)

Here's a bank-by-bank breakdown of the nine biggest banks' many-sided ad operations:

Bank of America

Bank of America spends $5,000,000 for advertising, a third of which goes into newspaper space, industry sources estimate. The bank pushes its various services in campaigns blanketing virtually every type of market.


Whenever you leave home
BANK OF AMERICA TRAVELERS CHEQUES

RUNAWAY—*This is the full-color page Bank of America is running this summer in seven magazines to support travelers checks. Johnson & Lewis, San Francisco, is the agency.*

Currently, Bank of America is running a number of separate campaigns—a California general campaign, which heralds branch openings and includes a county-by-county push; savings; Christmas club; ERMA (an electronic bookkeeping system); time-plan; Bank-Americard; trust; escrow; corporate services; California corporate; travelers checks; and farm.

The bank employs several methods of advertising its services. ERMA, for instance, which Bank of America calls "the first large-scale electronic check handling and bank bookkeeping system in any bank," is supported by one main advertising effort. Ads appearing in most California newspapers invite readers to come to an open house at one of the bank's 12 ERMA centers and "get acquainted with ERMA. After all, she's doing all this work on your account."

■ Other Bank of America campaigns are multiple-market ventures. Travelers checks, for example, will be backed this summer by full-color page ads in *Holiday, Life* (Western edition), *National Geographic, Reader's Digest, The Saturday Evening Post, Sunset Magazine* and *Time*. At the same time, Bank of America will push travelers checks in college publications and also will appeal to bank sellers through a trade effort.

Another category is exemplified by the bank's savings campaign, where Bank of America ads reflect each new development as it comes along, on a continuing basis. Present savings ads play up a "Put your eggs in one basket" theme, much like Chase Manhattan's "nest egg" campaign.

Bank of America's international division offers business men information on new sales outlets and prepares market reports in areas around the world. Ads, appearing in *Business Week, Newsweek, Time* and *U.S. News & World Report*, are headlined, "Man-on-the-spot." Another business ad, appearing this July in the *Wall Street Journal*, features Bank of America's business loan and overseas credit facilities. The *Journal* insertion says, "Bank of America speaks your language."

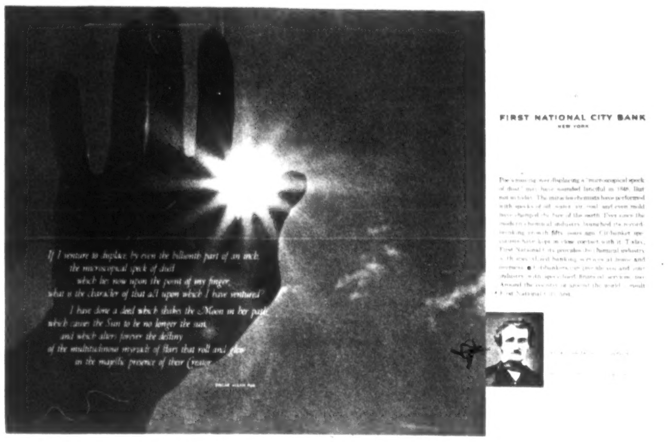
■ Media breakdown is as follows: Newspapers 33%; outdoor (paints and posters) 23%; consumer magazines 20%; television 14%; trade and miscellaneous publications 6%; and radio 4%.

Johnson & Lewis, San Francisco, is the agency.

National City Bank

First National City Bank, New York, pegs its advertising budget at $3,300,000 a year, most of which goes for tv and magazines. The bank has sponsored the same nighttime news program over WNBC since 1952.

First National is one of three banks in the U. S. to sell travelers checks (the other two are Bank of America and First National Bank of Chicago). Built around the theme, "The nicest things happen . . .," the series of ads shows Steig cartoons of people—apparently all holders of First National travelers checks—getting the red carpet treatment.


If I venture to displace, by even the billionth part of an inch,
the microscopical speck of dust
which lies now upon the point of my finger,
what is the character of that act upon which I have ventured?
I have done a deed which shakes the Moon in her path,
which causes the Sun to be no longer the sun,
and which alters forever the destiny
of the multitudinous myriads of stars that roll and glow
in the majestic presence of their Creator.
FIRST NATIONAL CITY BANK

NO LONGER FANCIFUL—*This is one of the b&w spreads run by First National City Bank in four magazines, using Poe's statement about "a microscopical speck of dust" and applying it to modern chemistry. Batten, Barton, Durstine & Osborn is the agency.*

The bank has supplied each of its 7,000 travelers checks agents with a sales kit, giving details of newspaper mats, tv and radio scripts, posters, counter signs and enclosures, all available for local promotional effort.

The sales kits also list the magazines that are carrying the travelers check message. B&w page and half-page ads are running in *Business Week, Holiday, National Geographic, The New Yorker, Newsweek, Sports Illustrated, Time* and *U.S. News & World Report*.

■ First National began its international operations in 1914. Since that time, the bank has acquired about 90 branches in 29 countries. Although other divisions of the bank use First National's international facilities to sell their services, the overseas division is specifically advertised in *Export Trade, International Trade Review, Newsweek Pacific*, the *New York Journal of Commerce*, the *New York Times* overseas edition, *Time Asia, Atlantic* and *Latin America* and *Vision*.

For the bank's "background music type" of national advertising, First National has booked b&w spreads in *Business Week, Fortune, Harvard Business Review, Newsweek, Time* and *U.S. News & World Report*. The ads "identify with the growth of American industry" through quotations from such writers as Edgar Allen Poe and Henry Wadsworth Longfellow. The current ad, for instance, applies Poe's statement about a "speck of dust" displaced to the changes brought about by modern chemistry.

■ Another soft sell campaign, on the bank's growth and expansion effort, employs an offbeat, loosely written approach. The "readers' ads" run in the financial sections of the New York *Journal American, Times, Tribune* and *World-Telegram & Sun*, as well as the *American Banker*, the *Journal of Commerce* and the *Wall Street Journal*.

First National's trust advertising shows travelers released from worry about financial problems, and features foreign backdrops. The ads, which have grown from b&w two-column insertions in 1956, are four-color pages and are run in the *New York Times Magazine, The New Yorker, Social Spectator*, and *U.S. News & World Report*.

Media breakdown: Magazines 35%; tv 30%; direct mail 20.5%; newspapers 10%; posters and displays 3.5%; and sundries 1%.

Batten, Barton, Durstine & Osborn handles First National's national and consumer advertising; Mogul, Williams & Saylor is the bank's agency for trust advertising, and Albert Frank-Guenther Law handles travelers checks and financial ads.

Chase Manhattan Bank

Chase Manhattan Bank, New York, estimates its advertising expenditures at $3,000,000 a year. A big chunk—29%—goes for 30 to 40 one-minute spot tv announcements a week, on all seven New York channels. As part of its flexibile tv schedule, the bank recently sponsored an hour-and-a-half special, "Project Mercury," on WOR.

Chase was the first bank in New York to offer "full-interest" savings accounts, which pay interest "from the day of deposit right up to the day of withdrawal."

Chase invests about 20% of its advertising dollar in 1,000-line b&w newspaper ads, plugging savings and checking accounts, "same day" instalment loans and its new 60-story building at 1 Chase Manhattan Plaza. The Chase ads appear in all seven Metropolitan dailies, and the announcement of its new quarters also ran in *Business Week, Newsweek, Time* and *U.S. News & World Report*.

In addition to the "You have a

Top Ten Banks as Advertisers

Ad Budgets, Deposits, Principal Media

Bank	Ad Budget	Deposits†	Principal Medium
Bank of America	$5,000,000	$10,805,891,450 (1)	Newspapers (33%)
City Bank of New York	$3,300,000	$ 7,641,524,475 (3)	Magazines (35%)
Chase Manhattan	$3,000,000	$ 8,143,349,599 (2)	Magazines (38%)
Chemical Bank	$1,789,000	$ 3,898,195,357 (4)	Television (27%)
Bankers Trust	$1,750,000	$ 3,032,174,316 (8)	Newspapers (29%)
First National of Chicago	$1,500,000	$ 2,776,261,697 (9)	Newspapers (NA)
Manufacturers Trust	$1,425,000	$ 3,464,810,876 (6)	Television (37.6%)††
Continental Illinois	$1,000,000*	$ 2,481,717,051 (10)	Newspapers (39%)
Security First	$1,000,000*	$ 3,283,819,129 (7)	Newspapers (NA)
Morgan Guaranty	$ 250,000	$ 3,646,025,383 (5)	Banking papers

*Estimated by AA. NA-Not available. †Deposits, as of Dec. 31, 1960, compiled by American Banking Assn. and Polk's bank directory. ††1960.

If World Business is your concern talk to the people at Chase Manhattan

THE CHASE MANHATTAN BANK

INTERNATIONAL—*This is one of a series of Chase Manhattan ads promoting its international department. Compton Advertising is the agency.*

friend at Chase Manhattan" retail ads, the bank also shells out 38% of its ad budget for magazine campaigns aimed at business men and correspondent banks.

■ Two of Chase's oldest magazine campaigns are its "nest egg" and "salute to industry" programs. The "nest egg" ads, which have probably gained widest recognition, were first run in 1953 in *The New Yorker*. Since then, they've been expanded to the eastern edition of *Sports Illustrated* and to *Social Spectator*.

The "salute to industry" campaign has been running since 1951. It started out in four newspapers, via 1,700-line ads, and four magazines, but this year the media schedule has been cut to a spread in *Time*, plus selected trade publications in each "saluted" field. For instance, the June ad features the mining industry, and will appear in *Engineering & Mining Journal*.

Another part of the commercial program is Chase's commodity ads, emphasizing the bank's export-import facilities. The ads are interspersed among the "salute to industry" spreads, and appear in *Business Week*, *Harvard Business Review*, *Life International*, *Newsweek*, *Time Latin America*, and *U.S. News & World Report*.

■ Another Chase campaign that ranks with the "nest egg" ads as the most graphic is the "key to your financial planning" series, this year running in *Business Week*. The ads show a "slightly exaggerated portrayal" of a Chase vp, with a huge key in hand, on his way to customer counseling.

Newest of the Chase ad programs is its international series. Each ad pictures a Chase vp who specializes in some phase of the bank's international operations, standing in front of a colorful worldwide backdrop. The color ads run in *Business Week*, *Newsweek*, *Time Latin America* and *U. S. News & World Report*.

Media breakdown: magazines 38%; tv 28%; newspapers 20%; direct mail 8%; display 3%; directory 1%; outdoor 1%; and radio 1%.

Chase's retail advertising agency is Ted Bates & Co.; Compton Advertising handles the bank's institutional and major services advertising; Albert Frank-Guenther Law services Chase's trade advertising; Doremus & Co. is the bank's financial agency; and Joseph Callo Inc. handles neighborhood newspaper ads.

Chemical Bank N.Y. Trust

Chemical Bank New York Trust Co. estimates its advertising budget at $1,789,000, with tv and magazines getting the biggest share.

(Continued on Page 46)

Where Banks Place Their Advertising

The Financial Public Relations Assn. surveyed 748 banks, got replies from 22 with deposits of $500,000,000 or more. In this bracket, the average bank has more than doubled its advertising expenditure in the last decade, up from $215,760 in 1950 to $416,500 in 1960, and its projected budget is $437,500 for 1961.

Medium	Percent
Newspapers	26.4%
Television	11.7
Direct mail	10.9
Radio	9.3
Outdoor	8.5
Banking papers	6.7
Adv. agency fees	4.5
Calendars, etc.	4.1
Directories	1.9
Lobby displays	1.8
Transportation advtg.	1.5
Other*	13.6

*Includes magazines for the largest banks.

COVERAGE
DOCTORS

MODERN MEDICINE is the one publication that covers the entire medical market and puts your product story in the hands of every practicing physician in the U.S.

MODERN MEDICINE's circulation is 188,910. It reaches 61,588 general practitioners, 105,405 specialists, 12,048 osteopaths in states allowing unrestricted practice, plus medical libraries, institutions, medical schools, interns, and others.

SELL THE DOCTOR WHEN HIS MIND IS ON MEDICINE!

MODERN MEDICINE
84 South 10th Street, Minneapolis 3, Minnesota
Every Other Monday

Minneapolis • Chicago • New York • San Francisco • Los Angeles • In Canada: Modern Medicine of Canada, Medecine Moderne du Canada • In Great Britain: Modern Medicine of Great Britain • In Australia: Modern Medicine of Australia

"In 55 seconds we take you direct to CUBA!"

And . . . we did . . . WFAA 820 listeners were the first to hear a direct report from Cuba. After many long hours on the phone, "Southwest Central" newsmen finally found someone who could speak English and report on the invasion of Cuba. WFAA then provided the networks and wire services with the beat of the month. It happens every day on WFAA! "Southwest Central's" audience is kept abreast of happenings in "Big D" and around the world 4 or 5 times every hour. And this is in addition to regularly scheduled news on the hour . . . coverage that is making WFAA Radio's new "Southwest Central" the station people are afraid to leave. They tune to and stay with "Southwest Central" for the big stories . . . first, and first-hand. News, special features, behind-the-scenes sports, weather, farm news . . . it comes *anytime* and *often* on WFAA where professional journalism makes the difference.

Isn't this the place for your message?

"Southwest Central"
from
COMMUNICATIONS CENTER

WFAA 820 radio
DALLAS

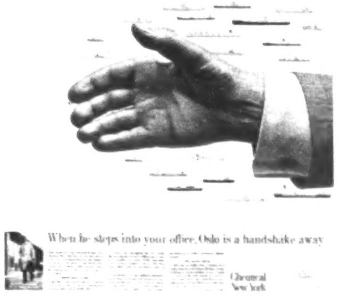
RADIO SERVICE OF THE DALLAS MORNING NEWS

Represented by
Edward Petry & Co., Inc.
The Original Station Representative

Bank Advertising...

The bank has three separate campaigns: Its retail program, its institutional effort and its trust ads. Under the umbrella of the institutional campaign are ads for Chemical Bank's international facilities, as well as its national and trust services.

■ The institutional ads, which bill Chemical Bank as "the New York banker with the hometown touch," are four-color bleed spreads and pages running in *Business Week, Fortune, U.S. News & World Report*, and the *Wall Street Journal*. The current ad is headlined, "When he steps into your office, Oslo is only a handshake away." Next month's ad plugs away at the national services of the bank.


When he steps into your office, Oslo is a handshake away
Chemical New York

SHAKE—*This is one of the ads in the current series promoting Chemical New York's "traveling banker." Benton & Bowles is the agency.*

Chemical Bank's retail advertising makes use of all seven metropolitan newspapers and tv. The newspaper ads urge clients and prospective clients to join the "Better-to-Improve-Than-Move Club," which offers personal loans for kitchen modernization, the "Dishwashing-Can-Be-Fun Club" or the "Checks-Can-Work-Wonders Club."

■ In tv, Chemical Bank has put together a three-part package. Spots, featuring the husband and wife team of Ethel & Albert, currently are aired on WNBC, WPIX and WOR. Ethel is described as "a starry-eyed lady" who enjoys sewing buttons on the vests of Chemical vps and who appreciates the bank's "hometown touch." Albert is more "hard boiled."

Chemical Bank also sponsors an eight-part documentary on WNBC-TV, "New York '61." So far, two programs in the series have been aired, "The Conscience of a City" and "Three Faces of Broadway."

The third phase of the bank's tv program is sponsorship of an "instant news" package, again on WNBC-TV. Chemical Bank has agreed to pay the bill for all local bulletins broadcast over the station.

■ Media breakdown for Chemical New York is as follows: Tv 27%; magazines 25%; newspapers 24%; direct mail, including pamphlets, calendars and letters 6%; posters, display and outdoor 5%; pr and special promotions 4%; radio 3%; dividend notices and interim and annual reports 3%; publications 3%. (There are three publications: "Trends," a weekly business digest circulated to correspondent banks; "Economic Surveys," sent out to international companies and "Amendments," a recapitulation of trust laws.)

Benton & Bowles is the bank's agency.

Bankers Trust

Bankers Trust Co., New York, estimates that it spends $1,750,000 in both wholesale and retail advertising. The bank invests $750,000 in "wholesale" (i.e. national) ads, consisting of national advertising in trade and business magazines, and $1,000,000 in retail ads, half in newspapers.

Locally, Bankers Trust is running a 1,000-line newspaper series in all seven New York dailies, plus the *Long Island Press*, the *Long Island Star-Journal* and the *Staten Island Advance*. The ads show interesting things to do and see around New York.

In addition to the print campaign, Bankers Trust airs a five-minute radio program, "New York City Talking," on WCBS, WBNJ, WMGM and WPAT. The bank estimates that about 25% of its advertising budget goes into radio. Another 25% is spent on displays, folders, booklets and other merchandising techniques.

Nationally, Bankers Trust has scheduled 13 b&w pages in *Business Week, Newsweek, U.S. News & World Report*, and six pages in *Time*.

The series, costing about $475,000 carries the theme line, "Forward-looking business needs a forward-looking bank."

■ A large hunk of the "wholesale" budget, $275,000, goes for printed material, direct mail, internal publications and production costs. The bank says it does "very slight" newspaper advertising, to the tune of $50,000, for its trust service, bond department and statement of condition.

BANKERS TRUST
Savings Accounts

INTEGRATED—*Bankers Trust uses photos in this type of ad running in the New York dailies, as well as in car cards, window and floor displays and check statements, to get extra merchandising mileage. Donahue & Coe is the agency.*

The aim of the Bankers Trust retail advertising is to integrate the campaign all the way down the line, using photos of New York landmarks in car cards, window and floor displays and check statement insertions, as well as newspaper ads. To achieve even more merchandising mileage for the photos, the bank offers visitors a photographic catalog of the pictures.

Donahue & Coe is the Bankers Trust agency.

First National of Chicago

First National Bank of Chicago, which bills itself as having the biggest bank savings under one roof of any bank in the U.S., with the exception of mutual savings institutions, spends "in excess of $1,500,000 annually" for advertising, according to Harold W. Lewis, the bank's ad manager. Newspapers and magazines account for about 80% of expenditures, he reported.

First National also relies on outdoor—currently 130 24-sheet posters and eight painted bulletins —direct mail, and spot radio and tv for specific campaigns.

■ The bank's personal savings campaign is a continuing one, using newspapers, outdoor and direct mail. Newspaper ads encourage save-by-mail by including a coupon in the ad. One savings ad figured how much money a newly-married couple would need for rent, transportation, clothing and household operation "when they get down out of the clouds." First National also makes use of free piggy banks, calendars and other premiums to line up new savings accounts.

The Chicago bank divides its business and industry operations into ten divisions, each of which is responsible for several categories, such as shipping and railroads. Newspapers and national magazines are used to promote these divisions, as well as First National's international facilities.

■ First National also uses newspapers to promote such services as its safe deposit boxes (which come in 24 sizes), Blue Book personal checks, special banking department for women, and a booklet called "Trust Services for Corporations."

The bank promotes its own travel checks with ads in *Holiday, National Geographic* and *The New Yorker*, plus direct mail.

One of its most ambitious undertakings is an institutional campaign extoling the virtues of Chicago as a place to do business. Spreads appear in *Business Week, Fortune, Newsweek* and *U.S. News & World Report*.

Foote, Cone & Belding is the agency.

Manufacturers Trust

Manufacturers Trust Co., New York, reports that it spent $1,314,102 in 1960 on advertising. Ad plans for 1961 are "uncertain" because of a pending proposed merger of Manufacturers Trust and the Hanover Bank, but bank officials estimate 1961 ad spending at $1,425,000.

Consumer services, including special checking and savings accounts, and loans of various types, are all advertised in the seven New York newspapers and in two other dailies circulated in Queens, two tv news programs and one radio news program.

The two tv newscasts sponsored by Manufacturers Trust are aired over WCBS-TV and WNBC-TV.

ASK MANUFACTURERS TRUST ABOUT NEW YORK CITY
Manufacturers Trust Company has more offices... to help you do business in the city... than any other New York bank.

ASK US—*This ad is one in a series of institutional units being run in magazines by Manufacturers Trust Co., New York. Young & Rubicam is the agency.*

In each instance, the bank runs an opening and closing signature announcement, running about five to ten seconds each, and a one-minute cartoon film near the middle of the program.

The cartoons, whose style has remained the same since they were first shown in 1957, were called one of the best tv commercials of 1958 by ADVERTISING AGE's Eye & Ear Man (AA, Oct. 27, 1958).

■ International banking services and the bank's overseas representative offices are advertised in the *Journal of Commerce*, the *New York Herald Tribune* and the *New York Times* and the *Wall Street Journal*; in two export trade magazines and in "selected" magazines and newspapers published abroad.

In addition to media advertising, literature is also used to plug the bank's international services, including the "World Time Chart," published twice a year to show differences in time between New York and important cities abroad; a booklet showing all holidays observed in the U.S. and possessions and a foreign exchange folder, which lists approximate values of more than 100 foreign currencies.

Foreign remittance service is pushed twice a year in 17 foreign language newspapers in New York and through a German language program on WHOM.

■ Manufacturers Trust is running an institutional campaign in *Business Week, Fortune* and *U.S. News & World Report*, with the copy theme "Ask Manufacturers Trust About New York City." The ads stress that with 120 branches the bank has more offices in New York than any other bank. They also play up Manufacturers Trust's network of correspondent banks.

Media breakdown: Television (time and production) 37.6%; newspapers (space and production) 25.1%; literature 10.2%; magazines and miscellaneous publications 7.6%; radio 5.3%; direct mail 4.1%; banking publications 3.7%; showcards and displays 2.4%; and public relations and other miscellaneous expenses 4%.

Young & Rubicam is the bank's agency for consumer advertising; Edwin Bird Wilson Inc. handles advertising for trust department, international banking and banking trade magazines.

Continental Illinois

Continental Illinois National Bank & Trust Co. of Chicago reports it has doubled its advertising during the past several years, largely to combat the "higher return" ads of the savings and loan associations. Although the bank declined to release its advertising budget, ADVERTISING AGE estimates the measured media expenditure at more than $1,000,000.

Continental currently is promoting its Family Banking Center with three ads per week total in the four Chicago dailies, plus outdoor and radio spots on one fm and four am stations. Latest addition to the bank's ad lineup is a radio package of three to four minute traffic reports on WMAQ every half hour from 9:15 a.m. to 10:15 p.m. on the three major summer holidays—Memorial Day, Fourth of July and Labor Day.

Continental is especially happy with its banking center plan because it allows the bank to plug all of its retail services under the umbrella of the center. Under the system, the banking center assigns one official to a customer for any one of 82 retail services, such as savings, checking and personal loans. This individual service is "Like having a banker in the family," the ads declare.

Big Banks, but Small Ad Budgets

The American Banking Assn. recently surveyed 3,536 banks, of which 33 (slightly less than 1%) had deposits of $500,000,000 or more. Here's how these giants broke down on advertising expenditure:

No. of Banks	Amount
5	$ 100,000-$270,000
10	300,000- 450,000
3	500,000
7	525,000- 875,000
5	1,300,000-1,884,000
3	over $2,500,000

Local commercial banking services are advertised in the dailies and *Commerce* magazine. Trust department ads run in the *Chicago Tribune*, and are also promoted by direct mail.

National advertising for the commercial bank department has been appearing in *Business Week, Newsweek, U.S. News & World Report* and the *Wall Street Journal*. The most recent Continental ad explains it can help business men "with money when it is needed, with advice on how to get the best use of existing capital, and with practical suggestions about almost any phase of business progress."

"Europe? Our savings couldn't get us to the city limits..."
FAMILY BANKING CENTER
CONTINENTAL
BANK

FAMILY BANKER—*This is one of the newspaper ads Continental Illinois National Bank & Trust Co. is running to promote its Family Banking Center. Earle Ludgin & Co. is the agency.*

Continental's oil and public utilities division uses trade publications, including *Oil Daily* and *Oil & Gas Journal*. Ads contend: "We're one of the biggest and most active oil banks in the country." International banking services are promoted in the *Journal of Commerce* and the *London Economist*.

■ The Chicago bank is also pushing save-by-mail accounts, since no branch banking is allowed in Illinois, and since Continental's La Salle Street location is inconvenient for many people.

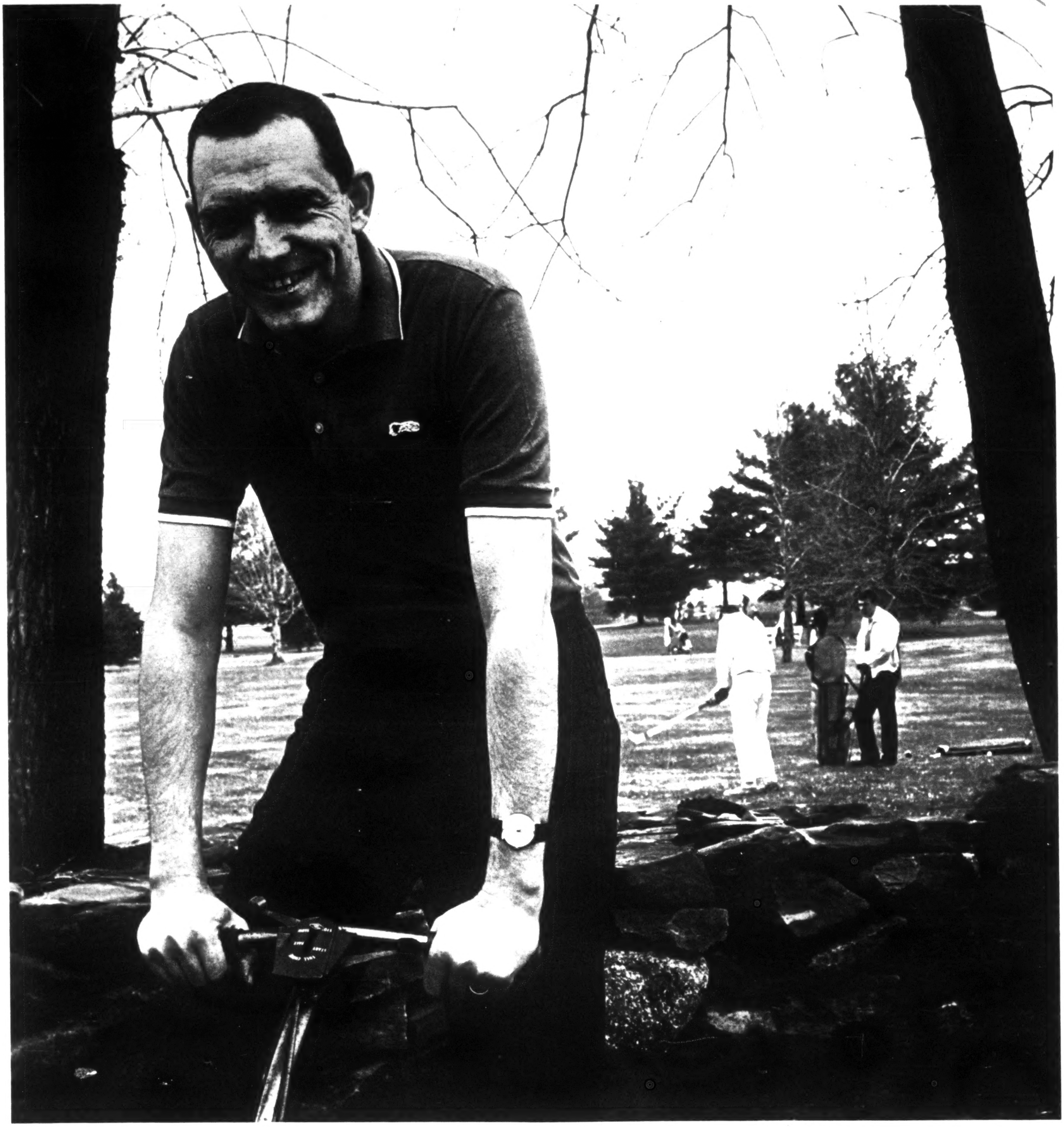
Here is the approximate media breakdown: Newspapers 39%; magazines 36%; radio 19%; outdoor 6%.

Earle Ludgin & Co., Chicago, is the agency.

Security First National

Security First National Bank, Los Angeles, refused to give either its advertising budget or a media breakdown, but the bank is believed to spend around $1,000,000 a year for advertising, by far the biggest percentage in newspapers. Last year, the bank allocated over $70,000 for poster and paint ads and this year is carrying "a heavy outdoor program." Radio is also used, largely on fm stations.

(Continued on Page 48)



the SKILLionaire

has a golf course in his back yard

No matter where a SKILLionaire lives in or around Rochester, N. Y., he's no more than a short drive away from one of his 19 golf courses.

He planned it this way. He has built more golf courses—and country clubs—per capita than any other city of comparable size in the U.S.

This is the active way the SKILLionaire does things.

He invests in a myriad of recreational activities—of which golfing is only one.

He owns his home—7 of 10 homes in Rochester are owner-occupied.

He buys a new car—in 1960, one new car was sold here for every 17.7 persons. (The national average for this was one for every 28.6 persons.)

He searches constantly for the most effective ways to spend his family's $8,014 average annual spendable income.

The SKILLionaire, a skilled worker in one of Rochester's precision industries, earns a pay check considerably larger than the national average. And he *keeps* earning it, in the city with the nation's lowest industrial labor turnover.

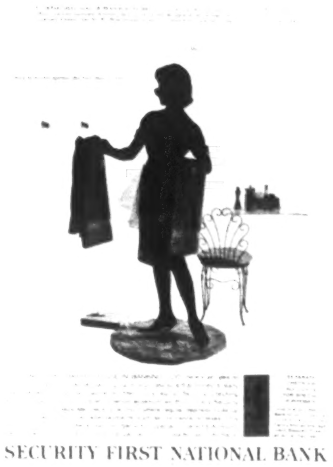
We know the SKILLionaire well. Almost every family in metropolitan Rochester (plus thousands more in other counties) buys and reads one or both of our newspapers daily. For your copy of "The Case for the SKILLionaire," write to National Advertising Manager, Gannett Newspapers, Rochester, N. Y.

ROCHESTER TIMES-UNION and DEMOCRAT AND CHRONICLE . . . Members: Gannett Group of Newspapers. Represented by Gannett Advertising Sales, Inc., New York, Philadelphia, Chicago, Hartford, Syracuse, San Francisco and Detroit.

Bank Advertising . . .

Security First is currently running ads in 150 newspapers throughout Southern California, plus four-color ads in two Los Angeles Sunday supplements, the *Examiner's* "Pictorial Living" and the *Times'* "Home." Each of the ads presents an idea to help families manage their money affairs. A merchandising booklet is offered in each ad to build traffic at the branch level.

Newspapers are used for branch openings, open house invitations and post-opening copy. The same medium is also used to plug Security First's "interest advantage," which the bank maintained during the last part of 1960 and the first part of this year.



SEPARATE ACCOUNTS *This is one of the ads being run by Security First National Bank, Los Angeles, to promote separate checking accounts for husband and wife. Donahue & Coe is the agency.*

■ The ads stress that "funds deposited during the first ten days of any month earn interest from the first of that month," and that "interest is compounded every three months."

Banking papers are used for the bank's trust, correspondent bank, institutional and national advertising. Correspondent bank ads feature individual Security First executives—"the man to know when you want fast, sure banking service." Also used are several local farm publications.

Donahue & Coe, Los Angeles, is the agency. #

Regent Names Charney

Regent Machinery Corp., New York, importer and distributor of textile machinery, has named Charles J. Charney & Co., New York, to handle its advertising. The former agency was Elliott Associates, New York.

NEW YORK FOOD MARKET

$1

Here is a 92-page study containing a breakdown of all retail sales, share of market figures, geographical statistical survey, personnel and background of all metropolitan New York retailers with four or more stores, and all major wholesaling factors. Only $1 per copy. Published by:

GROCER-GRAPHIC
3 East 40th St., New York 16, N.Y.

Schrafft Pushes Its Lollipops to Banks as Premium for Kids

BOSTON, June 14—W. F. Schrafft & Sons is suggesting, through an ad in *American Banker*, that the banking industry can overcome "an overabundance of history, tradition, dignity" by building a more friendly image with Schrafft-Pops.

The company, which is 100 years old this year, is selling a tub of 144 lollipops to banks for $3. Also included in the deal is a free lobby poster "to tell everyone you love and welcome children."

Schrafft is advising the banks that "during this century we have learned that candy speaks a universal language. We trust you will be interested in our suggestion that it can speak to the children who visit your bank and their parents, and also to many other customers, older customers—all of whom are interested in children."

The posters say: "Our customers and other friends are invited to bring children in for free Schrafft-Pops. Many of our best customers got acquainted when they visited us in their lollipop days."

Richard K. Manoff, New York, is the agency. #

Sander Rodkin Adds Five

Power Instruments Inc., Skokie, Ill., and Commercial Cam & Machinery Co., Chicago, have appointed Sander Rodkin Advertising Agency, Chicago, to handle their advertising. Rodkin also has been named to handle advertising for SMRT Import Co., La Grange, Ill., importer of flame gun weed burners; Harry Warren Mfg. Co., Chicago luggage manufacturer; and Resco Refrigeration, an installation and service organization.

WTTG-TV Sells Weather Show

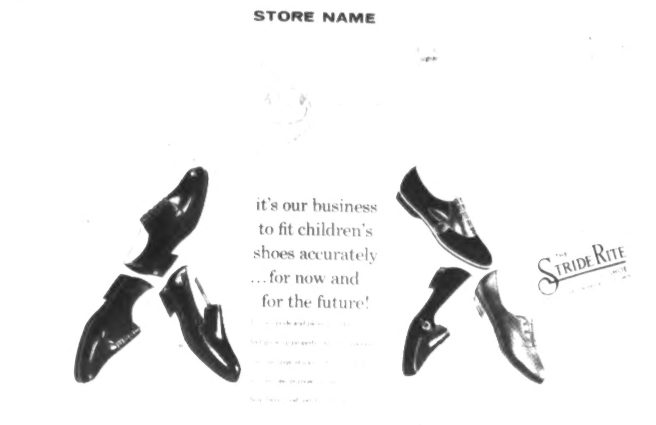
Ralph Brown Buick, auto dealer, and Home Builders Assn. of Metropolitan Washington are co-sponsors of "A Note on the Weather," a 10-minute Monday-through-Friday weather show starring Joyce Carr, launched on WTTG-TV, Washington, June 12.

Central Desk to Morrissey

Central Desk Mfg. Co., Chicago, has named John B. Morrissey Co., Chicago, to handle its advertising. Magazines, newspapers and direct mail will be used in a new push to be launched soon for Top Brass, a new line of office furniture.

Horwitz Joins Hortex

Henry Horwitz has joined Hortex Mfg. Co., El Paso, manufacturer of Billy-the-Kid boys' wear, as exec vp, where he will be in charge of sales and promotions. Mr. Horwitz formerly was president of Western Outdoor Advertising Co.


STORE NAME
it's our business to fit children's shoes accurately ...for now and for the future!
The Stride Rite

BEST FIT—*Green Shoe Mfg. Co., Boston, is supplying retailers with ads like this for its Stride Rite brand. The ads, written from a retailer's point of view, emphasize "good fit today to help have good feet tomorrow." Bresnick Co., Boston, is the agency.*

American Medical Assn., Merck Join in Backing TV Show on Doctors' Role

No Brands to Be Named in Commercial Copy in Show Costing $100,000

NEW YORK, June 14—Network television will get some new sponsors on the night of June 27, when the American Medical Assn. and the Merck Sharp & Dohme division of Merck & Co. team up to co-sponsor an hour-long documentary, "Dr. B."

To be presented on 75 NBC-TV stations at 10 p.m., EDT, the program will cover a day in the life of an average doctor. The program will coincide with the annual meeting of the AMA in New York. In addition to the 75 stations ordered by the two sponsors, 35 additional NBC affiliates will carry the program as "public service."

Merck, a pharmaceutical producer, and the AMA are sharing the $100,000 cost of the program. Neither is using an agency to place the business.

■ The commercials, produced by Troy-Beaumont Co., New York, have been closely integrated into the format of the program. They will be delivered by actor Burgess Meredith, who is serving as host for the program. Mr. Meredith is the son of a general practitioner.

Burgess Meredith

No products of Merck will be mentioned in the commercials. The closest Mr. Meredith will get to a "selling" message for Merck is in his introductory remarks, when he will say:

"Merck Sharp & Dohme, a leading producer of biological and pharmaceutical products, is proud to be associated with many doctors 'X,' 'Y' and 'Z' in helping to make possible the great medical and pharmaceutical progress of recent years . . . in placing into the hands of Doctor B—and your own family doctor—the means of better health for all.

"Now let's get on with the story of Doctor B."

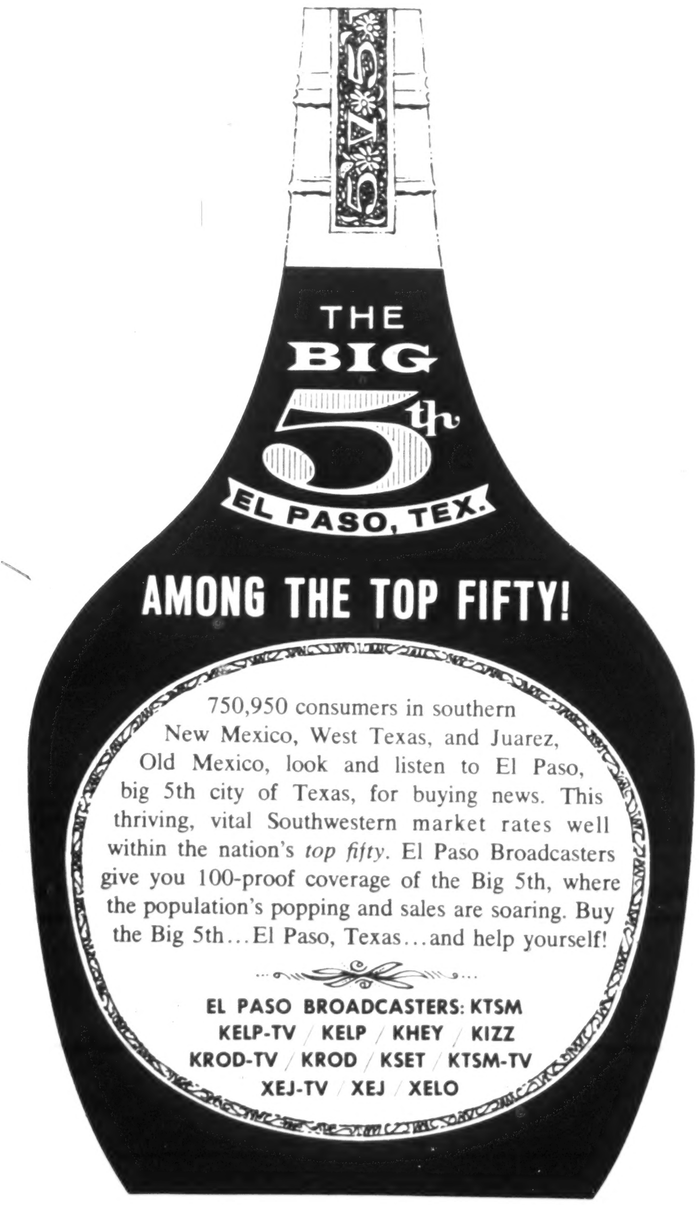
The two five-minute commercials which will run in the body of the program will be devoted largely to explaining the role of the physician. In the final commercial of the program, Mr. Meredith will say:

■ "The American Medical Assn. is proud of the part it plays in helping the physician keep up with the demands of his profession. For every disease is a specific challenge; every patient has a specific demand. The AMA is dedicated to furthering the all-important understanding between physician and patient . . . in the service of life and health.

"Now let's continue our examination of Doctor B, presented by the American Medical Assn. in cooperation with Merck Sharpe & Dohme." #

KTXN-TV to Bow Sept. 1

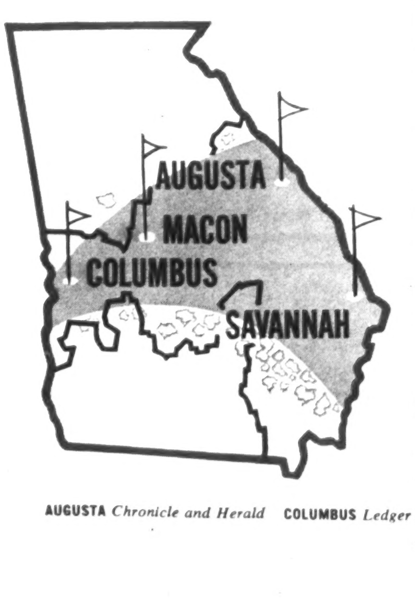
KTXN-TV, a new ultra high frequency tv station in Austin, Tex., will go into operation about Sept. 1. The station, which will operate on Channel 67, is owned by Texas Longhorn Broadcasting Co.


THE BIG 5th EL PASO, TEX.

AMONG THE TOP FIFTY!

750,950 consumers in southern New Mexico, West Texas, and Juarez, Old Mexico, look and listen to El Paso, big 5th city of Texas, for buying news. This thriving, vital Southwestern market rates well within the nation's *top fifty*. El Paso Broadcasters give you 100-proof coverage of the Big 5th, where the population's popping and sales are soaring. Buy the Big 5th...El Paso, Texas...and help yourself!

EL PASO BROADCASTERS: KTSM
KELP-TV / KELP / KHEY / KIZZ
KROD-TV / KROD / KSET / KTSM-TV
XEJ-TV / XEJ / XELO



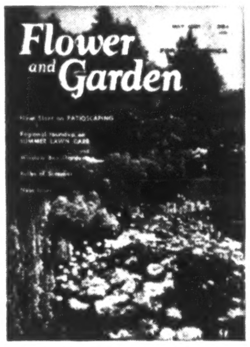
Play this $2 billion fairway with the Georgia Group

Win Georgia's great $2 billion market with the bigger, more powerful Georgia Group . . . the Augusta, Columbus, Macon and Savannah newspapers. Now 84 counties big, the Georgia Group market has a total population of 1.7 million . . . half the state of growing Georgia! This winning foursome is a package buy. It's one order, one bill, one check . . . and savings of 13% on 10,000 lines or more. Call your Branham man for details.

THE Georgia Group

AUGUSTA *Chronicle and Herald* COLUMBUS *Ledger and Enquirer* MACON *Telegraph and News* SAVANNAH *News and Press*
Represented nationally by THE BRANHAM COMPANY

What a difference a Flower and Garden made . . .



In its first four years, Flower and Garden Magazine, with its two regional editions,* has made an impressive score–500,000 subscribers (ABC) and more than 2 million readers – the greatest audience in the gardening market. With it all, Flower and Garden has shown consistent advertising growth and was the only gardening magazine to rack up a lineage increase in 1960 – more than 41 pages.

As for its companion in the dealer field—Flower and Garden Merchandiser—this fine business publication now blankets the trade with the greatest readership in the big garden supply market.

. . . and why are there so many new accounts joining the growing list of advertisers using the Flower and Garden Group? Well, for one thing their dollars go farther and they tell us that the results are better.

*A third regional—Flower and Garden's new Western Edition—will be added beginning with January, 1962.

Flower and Garden MERCHANDISER

The Flower and Garden Group/543 Westport Road, Kansas City 11, Mo.

RemRand Light Touch Ads Represent 'Ad Manager's Dream,' Says Morgan

Salesmen Sell Units; Ads 'Build Friendship,' Says Autonomous Adman

NEW YORK, June 13—Joseph L. Morgan will tell you that he's one ad boss who really gets his way.

Since April, 1960, Mr. Morgan has been manager of advertising and sales promotion of the Remington Rand Systems division of Sperry Rand Corp.—one of six divisions granted operational autonomy under a Sperry directive issued about two years ago.

The self rule seems to be working out fine.

"It's an ad manager's dream," said Mr. Morgan, who shaped RemRand Systems' ad department from scratch. In an interview with ADVERTISING AGE, he pointed to the division's current offbeat campaign in business papers via Guild, Bascom & Bonfigli, the agency he tapped last August (AA, Sept. 5) to map a drive that "wasn't dull and pedestrian, like the rest of the stuff you see in the trade."

The ads, all page units thus far, are an offshoot of the cartoonish spark which GB&B has consistently ignited to plug its own shop to advertisers—and which, Mr. Morgan recalled, helped win the RemRand Systems business, said to bill around $1,500,000, for the agency (AA, Sept. 5, '60).

■ According to Mr. Morgan, the RemRand autonomy (which extends to factory-management level) has enabled the division to buck "experts" who tend toward serious ad copy in the systems field.

"The company decided to let us run our own show. And let's face it—either you have autonomy, or you don't. We stand or fall on our own efforts. If a campaign doesn't work, there's only one guy to blame.

"But on the other hand," he added, "if it succeeds—."

Mr. Morgan gave his reasons for taking the funnybone tactic: "There's too damned much 'me too' advertising these days in the systems area. You could take a bunch of ads, cut the logos off each one, and not be able to tell 'em apart. You see the same old tired stuff about 'Save time, space, and money.'

"In this industry, so many products are similar—such as desks. Often, how you tell your story is more important than what you tell," Mr. Morgan said.

■ Then he outlined his mandate to Guild, Bascom:

- Make all ads interesting.
- Get above-average readership.
- Stay different from the competition.
- Be remembered.
- Above all, create a friendly atmosphere.

■ "We don't expect Guild, Bascom to sell our products directly as a result of RemRand Systems ads," Mr. Morgan asserted. "We're not a Procter & Gamble and not a cigaret company. Nor are our ads cluttered with specs and other trivia.

"Our selling is done via a direct sales organization. That's what salesmen are for. This RemRand ad campaign simply builds friendship.

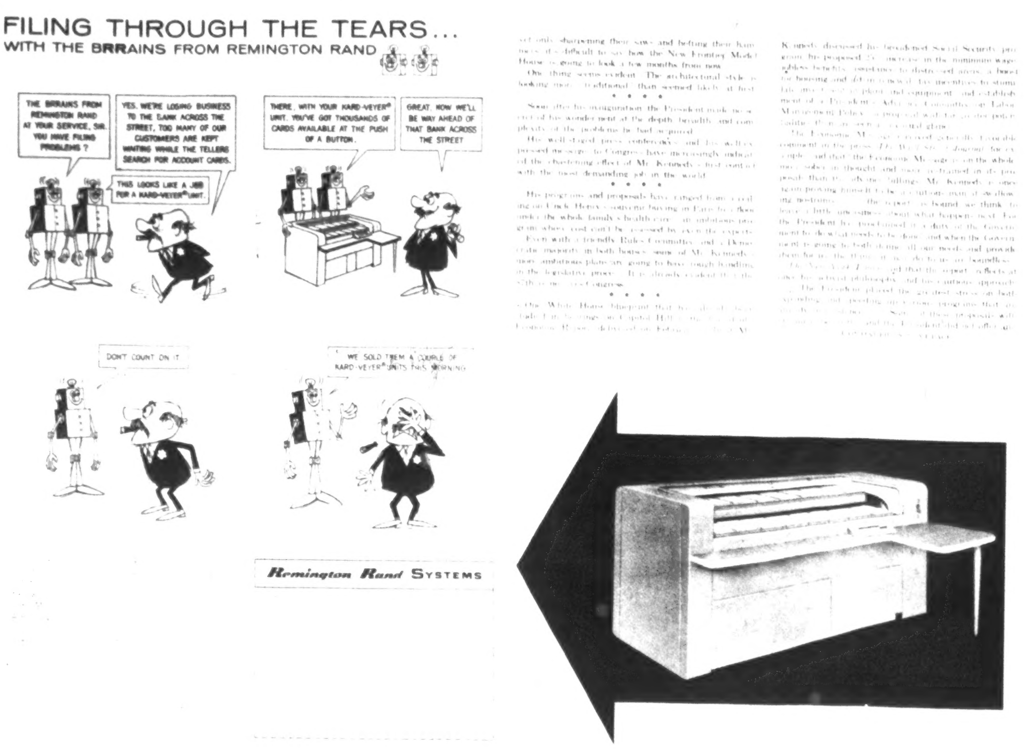
"Sure, a distinctive campaign always arouses pros and cons. The easiest thing to present is the tired, the true, the safe. There's no trouble getting approval on that kind of stuff. And you don't get fired, and you don't get serious complaints," he said.

"But in the final analysis you can't tell the ads without a scorecard."

Tracing the development of RemRand Systems' ad machinery, Mr. Morgan (who previously was director of General Fireproofing Co., Youngstown, O.) said that when Sperry Rand cut the corporate umbilical cord, it used a sharp knife.

■ The divisions affected, besides Systems, were Univac, machines (standard and electric typewriters, adding machines, calculators, and cash registers), portable typewriters, electric shavers, and the international division. The last two, however, had been practically autonomous prior to the 1959 dictum—under which RemRand self rule first flexed its new-found strength about a year ago, according to one source.

"Quite an upheaval, from what I understand," said Mr. Morgan. "About 200 people who formerly ran the ad and sales promotional wings of the corporation were involved. When I arrived, there was nothing. No rules, no inherit-


FILING THROUGH THE TEARS...
WITH THE BRRAINS FROM REMINGTON RAND
THE BRRAINS FROM REMINGTON RAND AT YOUR SERVICE, SIR. YOU HAVE FILING PROBLEMS ?
YES. WE'RE LOSING BUSINESS TO THE BANK ACROSS THE STREET. TOO MANY OF OUR CUSTOMERS ARE KEPT WAITING WHILE THE TELLERS SEARCH FOR ACCOUNT CARDS.
THIS LOOKS LIKE A JOB FOR A KARD-VEYER® UNIT.
THERE, WITH YOUR KARD-VEYER® UNIT, YOU'VE GOT THOUSANDS OF CARDS AVAILABLE AT THE PUSH OF A BUTTON.
GREAT. NOW WE'LL BE WAY AHEAD OF THAT BANK ACROSS THE STREET
DON'T COUNT ON IT
WE SOLD THEM A COUPLE OF KARD-VEYER® UNITS THIS MORNING
Remington Rand SYSTEMS
Advertising Age, June 19, 1961

BRRAINY REMRAND IDEA—*RemRand Systems division of Sperry Rand Corp. turned its back on conventional pitches and carved out, this full-page cartoon approach now running in business papers. In some cases, as in the spread above, fractional-unit tie-ins push the product by means of an arrow aimed at the offbeat page. Guild, Bascom & Bonfigli is the agency.*

TWO THIRDS
. . . and more of
SOUTH CAROLINA'S

$3.0 billion
INCOMES

$1.9 billion
RETAIL SALES

Write now and ask the newspapers listed below or their representatives for new MARKET DATA BROCHURE. See their effective coverage of South Carolina . . . more than two-thirds of your sales potential in this state in every category.

Liberalized C. I. D. PLAN

DISCOUNTS FOR FREQUENCY OR BULK, WITH SAVINGS UP TO 17%

yours with . . .

THE BIG 3 IN S.C.

GREENVILLE
News and Piedmont
Repr. Ward-Griffith Co.

COLUMBIA
State and Record
Repr. The Branham Co.

CHARLESTON
News & Courier and Post
Repr. The John Budd Co.

CAMPBELL SOUP
LAUNCHES ONE OF THE HARDEST SELLING FOOD
an "Advertising First"

FOR THE TASTE OF QUA
CONFIDENCE
MEMBER
BRAND NAMES
FOUNDATION INC
SATISFACTION
You buy quality when you buy Campbell's brands
SOUP 'N SANDWICH
Mm! Mm! Good!
And good for you
Campbell's
of course!
SOUP
Campbell's
Soups
Frozen Soups
Tomato Juice
Pork and Beans
V8 Cocktail Vegetable Juices
FRANCO-AMERICAN Products
SWANSON Products

INSIDE DISPLAY TWO Giant 9 Foot car card display panels, FOUR Campbell product cards in every Bus, and every Rapid Transit (Subway and Elevated) and Illinois Central Urban Electric vehicle,

A dramatic departure in comprehesive use

Mm! Mm! Good!
soup'n sandwich
Campbell's
of course!

OUTSIDE DISPLAY 200 King-Size Bus Posters 2½' x 12' displaying FOUR Campbell products all day, every day . . . 50 buses for each product.

*over 32,000,000 two-eye exposures monthly.**

**Politz Readership "Study of Outside Transit Poster Exposure"*

CHICAGO CAR ADVERTISING CO.

CHICAGO · 333 N. MICHIGAN AVENUE NEW YORK · 500 FIFTH AVENUE

ed staff or management ideas. I could do as I damn well pleased—so long as it worked.

"For the first couple of months, I had no secretary. I wrote all letters in longhand and almost went crazy. Slowly the ad department began taking shape. Today there are 20 of us, including two men under me, who divide the ad and sales promotion supervisory jobs, plus one man on pr and publicity, and another pushing RemRand via business shows," Mr. Morgan said.

■ He recounted why RemRand systems gave the nod to Guild, Bascom: "First, I looked for an agency with imagination. Second, I was partial to an agency that advertised its own services well. There's something phony about agencies that say they do advertising well for others, but don't practice it themselves. Sort of like the doctor who, while he's blowing smoke into your eyes, advises you to give up smoking."

Mr. Morgan said that only "a couple" of the 25-odd shops he had talked to before naming GB&B fit the bill. "And another thing, we didn't believe in presentations. That's so much hogwash—like printers' samples. A printer isn't going to bring you anything but his best work, is he?" he asked.

"RemRand Systems is large and semi-technical. We figured that no agency could know enough about our business in one month to make a pitch. Hell, I've been around this industry for 15 years, and I'm still puzzled," Mr. Morgan added.

■ One problem confronting a suddenly-autonomous ad department, he said, was how-much-to-spend-where. RemRand Systems' individual appropriations were influenced by:

- Percentage of total sales contributed by each product line.
- Profitability of each product line.
- Sales forecasts for the next five years.

Besides the $1,500,000 RemRand Systems ad budget (which includes about $400,000 for collateral, some of which is produced by Guild, Bascom and some by the division), another $250,000 is earmarked for business shows and conventions ("We had 32 last year").

The division's product lines are office furniture, filing cabinets and supplies; electromechanical filing systems; visible equipment and supplies (such as the open, flip-type Kardex system, often custom-designed); safes, ledger trays and special desks for use where fire protection and/or security is a factor, library equipment, microfilm equipment and supplies; and a records-organizing service—which, via its custom-design service, provides an entre for equipment-selling.

Mr. Morgan said RemRand Systems has scheduled its full pages entirely in business magazines in the fields of banking, insurance, schools, hospitals, government and engineering.

DEaR PEopLEs!!!

TED'S CHaRCOaL HOUSE —
(THaT's daddy's place) Opens MEMORiaL Day
(THaT's TomoRRow)

HE MaKES His own iTaLian SausagE!!
(MOMMY HELps). HE SELLs gREaT
HOT Dogs and HamBURgs Too.

WE EVEn LEFT SOME FOR you, so
COME on OVER. His Kids

RidgE Rd. 5 mi. past WRighT's CORnERs (RTE. 104)

SELLOUT—*When his parents opened a roadside enterprise outside Buffalo, Joel Anastasi wrote three small space ads like these. They ran in the Lockport Union & Sun Journal. The restaurant was cleaned out of food by sunset the first day. Young Joel works in the traffic department at Fuller & Smith & Ross and aspires to be a copywriter.*

What do other RemRand Systems people say about the offbeat ad approach? "Some of them had to be convinced," said Mr. Morgan. "I told Systems management that some folks would hate it at first. It's awfully hard to stomach all at once—but after a while, say six months, it's different. The important thing is to get the campaign off the ground. Already, people like it.

"There's no point in hiring me unless I'm the guy for the job," he shrugged.

■ The Guild, Bascom account man on RemRand Systems, Henry Buccello, said that the divisional autonomy by Sperry Rand "makes a job much easier."

"Because Joe Morgan has more authority, work goes through smoother and faster. There are no committees, no group thinking, or—as in the case of some companies' ad departments—time-consuming submission of work to a higher-up," said Mr. Buccello.

"With some companies, an agency must submit two, three, or perhaps five different campaigns before getting an okay. This costs the agency money—but costs the advertiser more, usually. The ability to get an answer promptly, to sit down and discuss ad directions and make decisions, saves a client a helluva lot of money.

"And incidentally, outside the cartoon campaign that Guild, Bascom has done for itself, this is the only account we're handling with a straight-cartoon technique," Mr. Buccello added, concluding that he thought, "The system at RemRand Systems is very gratifying." ≡

California Prune Board Sets Ad Budget of $559,732

The California Prune Advisory Board has voted per ton assessments of $2 on producers and $2 on processors, effective for the marketing season beginning Aug. 1, 1961, and ending July 31, 1962. The assessments plus an estimated $120,000 in funds carried over from the 1960-'61 season will finance budgeted expenditures of $559,732 and leave a reserve for contingencies of $80,000.

The approved budget provides for the following activities: Domestic advertising, $300,000; board merchandising, $63,000; export advertising, $50,000; public relations and education, $55,000; research-product improvement, cultural practices and marketing, $44,622; and board administration, $47,110. Botsford, Constantine & Gardner is the board's agency.

Sackheim-Bruck Adds One

Maxwell Sackheim-Franklin Bruck, New York, has named Louie Moyer, formerly senior copywriter at Ogilvy, Benson & Mather, copy chief. The agency has been named to handle advertising for Columbia University study program in rapid reading, a new division of the Book-of-the-Month Club.

**Taste the big difference...
discover why naturally light
NEW ERA Potato Chips
have become
America's Biggest Selling Brand!**

TRULY DIGESTIBLE
NEW ERA
POTATO CHIPS

HOLIDAY TREAT—*This is the second of three newspaper ads being run in Cincinnati, Dayton and Detroit, promoting New Era potato chips for the summer holidays. It will appear in time for the Fourth. The first ad heralded Memorial Day and the last will be for Labor Day.*

Anderson Joins WCCA-TV

Harold (Hap) Anderson, previously general manager of WINS, New York, has been appointed president and general manager of the First Carolina Corp., Columbia, S.C., which recently received a construction permit from the FCC for WCCA-TV, Columbia. The station is expected to be on the air by Labor Day.

WFIL, WFIL-TV Buy New Site

WFIL and WFIL-TV, Philadelphia, have purchased a four-acre tract of land at City Line Ave. and Monument Rd. from the Philadelphia College of Osteopathy for new offices and studio facilities. Architectural plans for the multi-million-dollar building are being developed.

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

COMPANY
PRODUCTS CAMPAIGNS EVER TO HIT CHICAGO
... with TRANSIT

...LITY... BUY CAMPBELL'S BRANDS
Campbell's Quality Brands
3 great bean treats from Campbell's try em all!
Housewives know... "Campbell's brands are quality brands"

57,324 car cards in all . . . 8 Campbell product cards always on display before Chicago's 3 MILLION rider-readers daily.

of the Transit Advertising Medium!

with this massive Inside-Outside display combination every family in Chicago is feeling the persistent power of its mighty impact.

Taste the difference great sauces make in all 4 FRANCO-AMERICAN spaghettis
Trust Swanson for the best in frozen dinners
Good health never tasted so good! V-8

a constant reminder to all Chicago dealers that PROFITS COME WITH SUSTAINED CO-OPERATION!

IN RIVERSIDE, CALIFORNIA THERE'S
ACTION
AT THE LIQUOR COUNTER!

Action that bought 201,203 cases of straights, Scotches, Canadians, vodkas, cordials and brandies to say nothing of all the others. These were the figures in '58 for the 4th largest Metropolitan Market in California, comprised of the counties of Riverside and San Bernardino. A schedule in the Riverside Press-Enterprise will deliver the Riverside half of these sales. Riverside is 60 miles from Los Angeles, and less than ½ of 1% of the total circulation of the four major Los Angeles newspapers enters their rich area. That's why you always need the Riverside Press-Enterprise on your schedule . . . you'll get plenty of action!

RIVERSIDE PRESS-ENTERPRISE, RIVERSIDE, CALIFORNIA

Represented nationally by Newspaper Marketing Associates

IN TUCSON DRUG BUSINESS IS BIG BUSINESS

1960 DRUG SALES — $16,000,000
UP 200% OVER 1950!

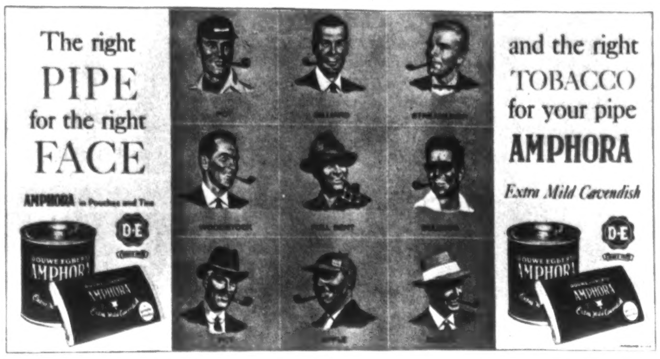
More than ALBUQUERQUE, HONOLULU, LINCOLN, MOBILE and many other major markets.

The Arizona Daily Star
MORNING & SUNDAY

If you want to cover Arizona
the Star and Citizen are a must

Tucson Daily Citizen
EVENING

2 Independent Newspapers Produced in the Same Plant • Represented Nationally by Cresmer & Woodward, Inc.



NEW ACCOUNT—*Enyart & Rose, Los Angeles, named to handle advertising and pr for Romick's International Tobacco Co., North Hollywood, U.S. importer of Amphora and Prestige smoking tobaccos, produced this four-color point of sale display piece as its first effort for the new client.*

Stratton Joins Stephenson

William R. Stratton, formerly of Leo Burnett Co., Chicago, has been named copy director of Clay Stephenson Associates, Houston.

Simplest way
to mount your display

PRESSURE-SENSITIVE KLEEN-STIK TAPES

Kleen-Stik makes "child's play" out of display posting. Dealers, salesmen, delivery men—*anyone* can do it in a jiffy! This modern self-sticking tape comes *already attached* to sign or streamer, so there's no searching for mounting materials—simply peel the disposable backing strip and press the display in place on wall, window, shelf, or other spot. On your next display job, specify genuine Kleen-Stik pressure-sensitive tape.

- **Sticks tight** without moistening, on any smooth surface
- **Neat, clean,** invisible — won't peel or pucker
- **Available** through your regular printing sources

FREE — idea-packed booklet "101 Stik-Triks."
Write for your copy today.

KLEEN-STIK PRODUCTS, INC.
7300 WEST WILSON AVENUE • CHICAGO 31, ILLINOIS

PLANTS IN CHICAGO, LOS ANGELES, NEWARK, and TORONTO, CANADA

OVER 25 YEARS OF PRESSURE-SENSITIVE LEADERSHIP

Four A's Appoints Committee Chairmen

NEW YORK, June 13—The American Assn. of Advertising Agencies has appointed chairmen and vice-chairmen of its national committees for 1961-'62. They are:

Advertiser relations: Norman H. Strouse, J. Walter Thompson Co., chairman (reappointed); Philip H. Schaff Jr., Leo Burnett Co., vice-chairman.

Agency administration: Charles H. Brower, Batten, Barton, Durstine & Osborn, chairman (reappointed); David C. Stewart, Kenyon & Eckhardt, vice-chairman.

Agency personnel: Ray O. Mithun, Campbell-Mithun, chairman; Arthur M. Sackler, William Douglas McAdams, vice-chairman.

Government, public and educator relations: Clinton E. Frank, Clinton E. Frank Inc., chairman; vice-chairman to be appointed.

Improving advertising: David B. Williams, Erwin Wasey, Ruthrauff & Ryan, chairman; vice-chairman to be appointed.

Media relations: William E. Steers, Doherty, Clifford, Steers & Shenfield, chairman (reappointed); Thomas B. Adams, Campbell-Ewald Co., vice-chairman (reappointed).

The following were named chairmen of standing committees:

Broadcast media: William S. Matthews, Young & Rubicam.

Business publications: Howard W. Rose, Buchen Advertising.

International advertising: Irwin A. Vladimir (reappointed), Gotham-Vladimir Advertising.

Magazines and farm publications: William A. Fricke, McCann-Erickson.

Newspapers: Carl Georgi Jr. (reappointed), Campbell-Ewald.

Outdoor and transit advertising: Milton L. Kiebler, Benton & Bowles.

Print productions: Edward C. Mante, Kenyon & Eckhardt.

Research: Paul E. J. Gerhold, Foote, Cone & Belding.

Television and radio administration: David Miller (reappointed), Young & Rubicam. #

McGraw-Hill Names Mill to Succeed Alling

Charles S. Mill, publisher of *Purchasing Week*, has been named to the additional post of publisher of *Product Engineering*. In the latter job at McGraw-Hill Publishing Co. he succeeds Stanley J. Alling, who has resigned.

Charles S. Mill

Mr. Mill, with McGraw-Hill since 1945, previously worked on *Factory*, *Construccion*, *Industria* and *International Management*. Mr. Alling joined the company in 1939 and was named publisher of *Product Engineering* in April, 1959.

Automotive Advertisers Elect

Albert Joseph, ad manager of AP Parts Corp., Toledo, has been elected president of the Automotive Advertisers Council. Other officers of the group include Al Ballantyne, Monroe Auto Equipment Co., vp; George Thoma, Thor Power Tool Co., treasurer; Alfred Roffman, Standard Motor Products Inc., corresponding secretary; and Norman Hull-Ryde, Wix Corp., recording secretary.

CANNES OR... KANSAS CITY?

Everybody likes to bring home awards for his commercials from film festivals like Cannes'. (And that includes us.)

But every commercial had better *also* have what it takes to bring home the award that really counts: the order.

YOUNG & RUBICAM, INC., ADVERTISING NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO • LOS ANGELES • HOLLYWOOD • TORONTO • MONTREAL • MEXICO CITY • SAN JUAN • CARACAS • LONDON • FRANKFURT • GENEVA

Company Member Plan Is Approved by AIA

(Continued from Page 1)

the deficiencies of the association in today's changing market. "In 1958 we had 4,475 members. That situation has deteriorated without interruption every year, until right now we have 3,539 members. That is a 20.9% drop. If this were to happen in your home office, what do you think would happen?"

This is how the six-clause resolution adopted by AIA shaped up:

• **1.** Company membership in the AIA is open to any organization engaged in national advertising and marketing aimed at other than consumer markets.

Mr. Wood said this by-law specifically did not exclude publishers or any other type of member the member-company representatives decided to "bring into the fold." He added, "None of us can possibly predict just how the final membership rules of this new category will read. They are permitted, quite logically, to set up the organization they need."

• **2.** Administration of company member activities and funds is to be directed by the company member council. The council reports at least once a year to the AIA board.

Mr. Wood said, "Here is the first of several controls you will find in these by-laws."

At first there would be no diverting of company membership funds into the general AIA coffers. "But it doesn't take much imagination to envision this category taking on the large and expensive job of pr for the association—or the education program—and others. This is about as practical a way to increase your income in the association as could be devised."

• **3.** The company member council will have 11 members—nine elected by direct vote of member companies and serving revolving three-year terms, plus the AIA chairman and president. At least six will represent advertiser company members.

• **4.** Each member is to have one vote in company member matters.

• **5.** Company member dues are to be set by the council. Each member company will maintain at least one individual membership in AIA.

"Obviously," Mr. Wood commented, "they will have to set their own dues. First, we don't know exactly what sort of a program they will want. Second, we cannot price an unknown. Third, it won't affect the association in one way or another, no matter what tariff they assess themselves. And whatever they do incur as an expense, they will pay for.

"In a very practical sense, we are sure that they will soon begin to pay somewhat more than their share, and willingly. In any event, here is a by-law which specifies a minimum."

• **6.** Company members will operate under their own rules and regulations, approved by the AIA board.

With the still-fresh memory of the AIA-IARI separation in mind (the ratification of the split preceded the company membership discussion), Mr. Wood described the by-law as "the final roadblock to another AIA-IARI divorce." The company members may not set up operational rules without approval of the AIA board, and may not change them without its approval.

"This, you will note, was one missing ingredient in the AIA-IARI situation," he said.

▪ Mr. Wood added that this "permissive" set of by-laws was a means by which AIA could create a receptive environment for communications between it and other marketing and management people "in our respective companies." The by-laws would permit the emergence of a strictly industrial corporate-type ad association "under our wing, instead of elsewhere."

As for the chapter setup, AIA needs a "broadening of facilities and services not now being provided by chapter operations alone."

▪ Putting the dissidents' case, Mr. Spitz said AIA should merely make "a plain constitutional acknowledgment that when a company pays an individual's dues, the company is the member represented by the individual." Second, voting privileges of any company in the individual chapters should be limited.

As for the declining membership, he suggested that an intensive study was required throughout the country to find out why AIA was "not selling." In San Francisco, he said, "our main difficulty is trying to convince prospective members of the value of what we get from national headquarters. Very few question the value of our chapter activities."

The admission of member companies would deplete the chapter rosters, he claimed. Right now, San Francisco could lose 10 members, who probably would be absorbed into company membership.

Mr. Spitz said the plan might increase AIA's total income and add a few members, but it would also centralize AIA and destroy its local organization. "Do we want another ANA? A few annual regional meetings?" he asked.

John E. Sly, of E. I. du Pont de Nemours & Co., countered that Mr. Spitz' comments indicated "a weakness in the San Francisco chapter." He added: "Let's not sit around and bellyache about what we're not getting from AIA."

▪ Industrial Advertising Research Institute won a quick divorce from AIA by a unanimous vote. Initially, the Dallas and Houston chapters voted against the move. However, they switched to the ayes after W. J. Alexander (Glenn Advertising, Dallas) had made a plea for "some financial remuneration" which he said was morally due to AIA from IARI. He added, "From the time Dr. Joseph Batchelder requested the separation, through a dramatic umbilical speech in San Francisco, we've failed to find any benefit to the association that we represent."

Dr. Batchelder replied that the divorce would bring "no loss of benefit of any sort to AIA," while the suggestion about remuneration to AIA "leaves me a trifle puzzled." He added that at no time had AIA contributed any money to IARI.

▪ In addition to electing Thomas A. Yellowlees, of Canadian General Electric Co., its new chairman (*see story on Page 38*), succeeding Jay M. Sharp, of Aluminum Co. of America, AIA named Charles A. Bryant, ad manager of the Baroid division of National Lead Co., Houston, its new vice-chairman. Charles C. Wardell, ad manager of Hyatt bearings division, General Motors Corp., Harrison, N. J., was named secretary-treasurer.

▪ Five vps were elected for two-year terms: Edward A. Johnson, vp, planning and marketing, Barry Wright Co., Watertown, Mass.; Claude V. Maconis, manager of divisional advertising and public relations, Litton Industries, Beverly Hills, Cal.; Robert V. Cummins, director of advertising and public relations, P. R. Mallory Co., Indianapolis; T. Clayton Cheney, general manager, advertising and sales promotion, Inland Steel Products Co., Milwaukee; and W. J. Alexander, director of the industrial division of Glenn Advertising, Dallas.

Nielsen Network TV

Two Weeks Ending May 21, 1961

Copyright by A. C. Nielsen Co.

Nielsen Total Audience*

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Emmy Awards (Procter & Gamble, NBC)	19,464
2	Gunsmoke (Liggett & Myers, Remington Rand, CBS)	17,588
3	Wagon Train (National Biscuit Co., R. J. Reynolds, Revlon, NBC)	15,196
4	Andy Griffith Show (General Foods, CBS)	14,586
5	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	14,586
6	Candid Camera (Lever Bros., Bristol-Myers, CBS)	14,023
7	Garry Moore Show (Several sponsors, CBS)	13,929
8	Ed Sullivan Show (Eastman Kodak, Colgate-Palmolive, CBS)	13 789
9	Price Is Right—8:30 p.m. (Lever Bros., NBC)	13,367
10	The Untouchables (Several sponsors, ABC)	13,273

PER CENT OF TV HOMES REACHED

Rank	Program	Homes (%)
1	Emmy Awards (Procter & Gamble, NBC)	41.5
2	Gunsmoke (Liggett & Myers, Remington Rand, CBS)	37.5
3	Wagon Train (National Biscuit Co., R. J. Reynolds, Revlon, NBC)	32.4
4	Andy Griffith Show (General Foods, CBS)	31.1
5	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	31.1
6	Candid Camera (Lever Bros., Bristol-Myers, CBS)	29.9
7	Garry Moore Show (Several sponsors, CBS)	29.7
8	Ed Sullivan Show (Eastman Kodak, Colgate-Palmolive, CBS)	29.4
9	Price Is Right—8:30 p.m. (Lever Bros., NBC)	28.5
10	The Untouchables (Several sponsors, ABC)	28.3

Nielsen Average Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Remington Rand, CBS)	16,368
2	Emmy Awards (Procter & Gamble, NBC)	15,336
3	Andy Griffith Show (General Foods, CBS)	13,601
4	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	13,132
5	Candid Camera (Lever Bros., Bristol-Myers, CBS)	12,944
6	Price Is Right—8:30 p.m. (Lever Bros., NBC)	12,147
7	Wagon Train (National Biscuit Co., R. J. Reynolds, Revlon, NBC)	12,053
8	Danny Thomas Show (General Foods, CBS)	11,350
9	Jack Benny Show (Lever Bros., State Farm, CBS)	11,303
10	The Real McCoys (Procter & Gamble, ABC)	11,303

PER CENT OF TV HOMES REACHED

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Remington Rand, CBS	34.9
2	Emmy Awards (Procter & Gamble, NBC)	32.7
3	Andy Griffith Show (General Foods, CBS	29.0
4	Have Gun, Will Travel (Lever Bros., Whitehall, CBS	28.0
5	Candid Camera (Lever Bros., Bristol-Myers, CBS	27.6
6	Price Is Right—8:30 p.m. (Lever Bros., NBC)	25.9
7	Wagon Train (National Biscuit Co., R. J. Reynolds, Revlon, NBC)	25.7
8	Danny Thomas Show (General Foods, CBS)	24.2
9	Jack Benny Show (Lever Bros., State Farm, CBS)	24.1
10	The Real McCoys (Procter & Gamble, ABC	24.1

* Homes reached by all or any part of the program, except for homes viewing only one to five minutes.

**Homes reached during the average minute of the program.

Alcoa Gets Top Award in AIA's Ad Competition

BOSTON, June 13—Aluminum Co. of America won the 1961 Best Seller Award competition of the Assn. of Industrial Advertisers for its Alumalure finish campaign. Fuller & Smith & Ross, Pittsburgh, handled the campaign.

Winners of the four honor awards were: Reynolds Metals Co., Richmond, Va., for automotive market campaign (handled by Clinton E. Frank Inc., Chicago); E. I. du Pont de Nemours & Co., film department, Wilmington, Del., for polyethylene film campaign (Batten, Barton, Durstine & Osborn, New York); Monsanto Chemical Co., organic chemicals division, St. Louis, for its new-uses-for-paper campaign (Gardner Advertising Co., St. Louis), and Pittsburgh Corning Corp., Pittsburgh, for its sculptured glass block campaign (Ketchum, MacLeod & Grove, Pittsburgh).

Winners of the five merit awards were: Sangamo Electric Co., Springfield, Ill., for its watthour meter campaign (Arthur B. Mogge Inc., St. Louis), General Electric Co., midwestern accounts operation, Western Springs, Ill. for its water cooler campaign (George R. Nelson Inc., Schenectady, New York); Allis Chalmers Mfg. Co., industries group, Milwaukee, for Regu-tran power transformer campaign (Klau-Van Pietersom-Dunlap, Milwaukee); Allis Chalmers Mfg. Co., industries group, for pumps-for-waterworks campaign (Klau-Van Pietersom-Dunlap), and Reynolds Metals Co., for railroad market campaign (Clinton E. Frank Inc.) #

Admiral Sales Names Siragusa

Ross D. Siragusa Jr. has been elected to the new position of vp-sales, Admiral Sales Corp., Chicago, the marketing subsidiary of Admiral Corp. He formerly was vp of the consumer electronics division.

Ben-Hur Names O'Grady

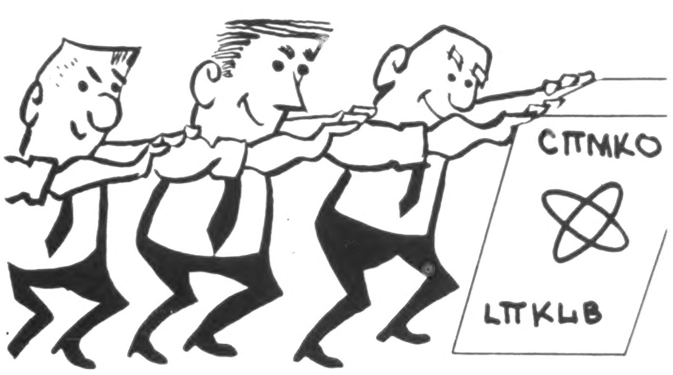
Ben-Hur Mfg. Co., Milwaukee, manufacturer of freezers, has appointed O'Grady-Andersen-Gray, Chicago, as its agency. Mathisson & Associates, Milwaukee, is the former agency of record.

An Ad Agency that Loves DIRECT MAIL
Many agencies don't want to "monkey" with MAILVERTISING (Some don't have the know-how) Direct Mail is no stepchild here! We co-ordinate space advertising with it Phone HA 7-9187

"That Fellow Bott"

Leo P. Bott, Jr., 64 E. Jackson, Chicago

GET THAT EXTRA



PUSH

You know that it's the extra push that makes the difference between an average campaign and a *"Red-Letter Success."* You get that EXTRA PUSH when you buy WOC-TV WOC-TV effectively specializes in co-ordinating and merchandising your buy at every level — the broker, wholesaler, direct salesman, key buyer as well as the retail outlet.

This "togetherness" sells products in the nation's 47th TV market. More than 2 billion dollars in retail sales ring on the retailer's cash register Over 438,000 TV homes are within the 42 counties of WOC-TV's coverage area.

WOC
TV channel 6

PRESIDENT Col. B. J. Palmer
VICE-PRES. & TREASURER D. D. Palmer
EXEC. VICE-PRESIDENT Ralph Evans
SECRETARY Wm. D. Wagner
RESIDENT MANAGER Ernest C. Sanders
SALES MANAGER Pax Shaffer

THE QUINT CITIES
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL.

PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES

NBC

To the National Advertiser, WOC-TV offers the greatest amount of local programming—over 33 hours each week — and the finest talent in the area put these programs across.

Your PGW Colonel has all the facts, figures and other data as well as day by day availabilities See him today

A co-educational class at the University of San Marcos in Lima, Peru.

Photographed exclusively for LIFE EN ESPAÑOL by Frank Scherschel.

CULTURA

is one word for progress in Latin America

The university population is booming throughout Latin America. Young men—and now young women, too—are learning to lead their countries into tomorrow. They are working not only for a higher standard of living, but also for a higher level of culture . . . they are the future of Latin America.

Latin Americans have a LIFE of their own—LIFE EN ESPAÑOL—in their own spirit, in their own idiom. LIFE EN ESPAÑOL plays a large role in the growth of Latin America with its circulation of 390,000* and more than three million readers each issue. The great majority of these readers are leaders in business, government and community life. They look to LIFE EN ESPAÑOL for a clear, colorful, comprehensive picture of their hemisphere and their world. (A picture which is vividly drawn in authoritative, often exclusive articles and photographs.) These men are your best customers in Latin America . . . and you can reach them best in LIFE EN ESPAÑOL, the most influential editorial voice in the Spanish-speaking world.

LIFE
EN ESPAÑOL
Rockefeller Center
New York 20, N. Y.

* And *four* ways of using it. LIFE EN ESPAÑOL provides four different editions to pinpoint your market: the edition for all Latin America, and regional editions for the Caribbean area, Mexico and all but Mexico.

The only giveaway show that gets

(We've had over 1.000.000

Mail participation on *Seven Keys* started off the first week with a healthy 176.685 postcards. Jumped the fourth week to 401.787. And by the eighth week (May 29) went over the million mark with 1.103.055 entries.

Indicating, of course, that the viewers came to sample this lively new participation show, liked what they sampled, and are staying around for more.

In similar fashion, they are also liking *Camouflage* and *Number, Please.* And the

more mail than "Seven Keys."

pieces of mail in a week!)

impact, audience-wise, is being felt all along the full ABC-TV Daytime lineup. Indeed, all along the *3-network* daytime lineup.

To wit: currently, ABC-TV is showing a 14% increase in share of audience, while Net Y and Net Z are both down.*

Another trend?

ABC-TV Daytime

*Source: Nielsen TV Index first May report two weeks ending May 7, 1961, average share of audience, Monday thru Friday, noon to 4 PM, 1961 vs. similar period 1960.

Baumritter Sets Print Ads

Baumritter Corp., New York, will feature its Ethan Allen Early American furniture line this fall with a color page and four b&w pages in *Bride's Magazine*. The line also will be promoted in *American Home*, *Better Homes & Gardens*, *Bride & Home*, *Home Furnishings Ideas Annual*, *House Beautiful*, *House & Garden*, *Living for Young Homemakers* and *Parents' Magazine*. Viko and Roomates contemporary groups will be advertised in shelter magazines. Dealers will be supplied with tie-in merchandising aids, including counter cards, booklets, stuffers, color post cards and newspaper mats. Alfred Auerbach Associates is the agency.

Watt Moves Offices

Watt Publishing Co., Mount Morris, Ill., has moved its West Coast office from Palo Alto, Cal., to P.O. Box 950, Redlands, Cal.

Wicks Joins Aubrey, Finlay

William W. Wicks has been named to the new post of director of public relations of Aubrey, Finlay, Marley & Hodgson, Chicago. He was formerly supervisor of field services, public relations, of American Oil Co., Chicago.

Dukane Names Knudtzon

Commercial Sound division, Dukane Corp., St. Charles, Ill., has appointed Kenneth E. Knudtzon sales promotion manager. Prior to joining Dukane, Mr. Knudtzon was an account executive of Fulton, Morrissey Co., Chicago.

Faultless Names Cooper

Faultless Rubber Co., Ashland, O., has appointed William N. Cooper advertising and sales promotion manager. Prior to joining Faultless, Mr. Cooper was public relations manager of F. E. Myers & Bro. Co., Ashland.

Weigh Trade Shows With Other Media, Milne Tells Group

CHICAGO, June 13—A suggestion that trade show space be purchased through advertising agencies, and that trade shows and expositions be subject to the same criteria as other media, was made yesterday by George Milne, president of Domestic Engineering Co.

Agencies would "subject trade shows to the same careful scrutiny, the same detailed analysis, the same probing appraisal which they give business papers and other media," he told the Chicago Business Publications Assn.

The majority of trade shows, Mr. Milne said, furnish no reliable audience figures. If agencies began buying show space, "it would not be long before there would be an insistent and forceful demand for a trade show audience audit." He said attendance figures sometimes represent "only the pipe dream of the trade show's promotion manager," and that attendance lists do not usually tell in what professional categories the visitors are.

The publisher also objected to poor convention facilities and lack of discount structures for exhibitors buying multiple spaces.

■ He told the CBPA luncheon meeting that publishers who exhibit at shows should concentrate on appealing to present and potential readers, rather than trying to interest both readers and advertisers.

If the exhibit is successful in attracting readers, he added, "it will automatically attract the advertisers."

Henry Zwirner, of Fairchild Publications, has been elected president of the CBPA. Other new officers are Russ T. Sanford, *Modern Hospital*, 1st vp; Frank Richter, Watson Publications, 2nd vp; John Rodgers, McGraw-Hill, 3rd vp; Frank Cornyn, *Pit & Quarry*, 4th vp; and William S. Wade, Stanley Publishing Co., 5th vp. Reelected were Charles Groomes, Advertising Publications Inc., treasurer; and John H. Reardon, Publishers Circulation Service, secretary. ≠

Katz Names King Boston Head; Appoints Shaw, Stephens

John T. King, previously New England manager of Peters, Griffin, Woodward, has been named manager of the new Boston office of Katz Agency, media representative. Its 10th office, the Boston branch is in the Statler Bldg. Katz also has named Bob Stephens, formerly with Headley-Reed Co., to its San Francisco radio sales staff and William H. Shaw, previously with NBC Spot Sales, to its Chicago tv sales staff.

McDonnell Succeeds Savage as Lynn Baker VP

Thomas M. McDonnell, previously a radio-tv producer, director and writer with Foote, Cone & Belding, has joined Lynn Baker Inc., New York, as head of its radio-tv department. He succeeds David Savage, who has resigned as vp in charge of radio-tv.

Victor Joins 'Purchasing'

Gilbert Victor, formerly in charge of promotion of Dell Publishing Co., has been named sales promotion manager of *Purchasing*. He also has held promotion posts with *American Weekly* and *Chain Store Age*.

Martin Joins Carey as VP

John J. Martin Jr. has joined Len Carey Inc., Honolulu agency, as vp and a member of the board. He formerly was with Batten, Barton, Durstine & Osborn and Ted Bates & Co.

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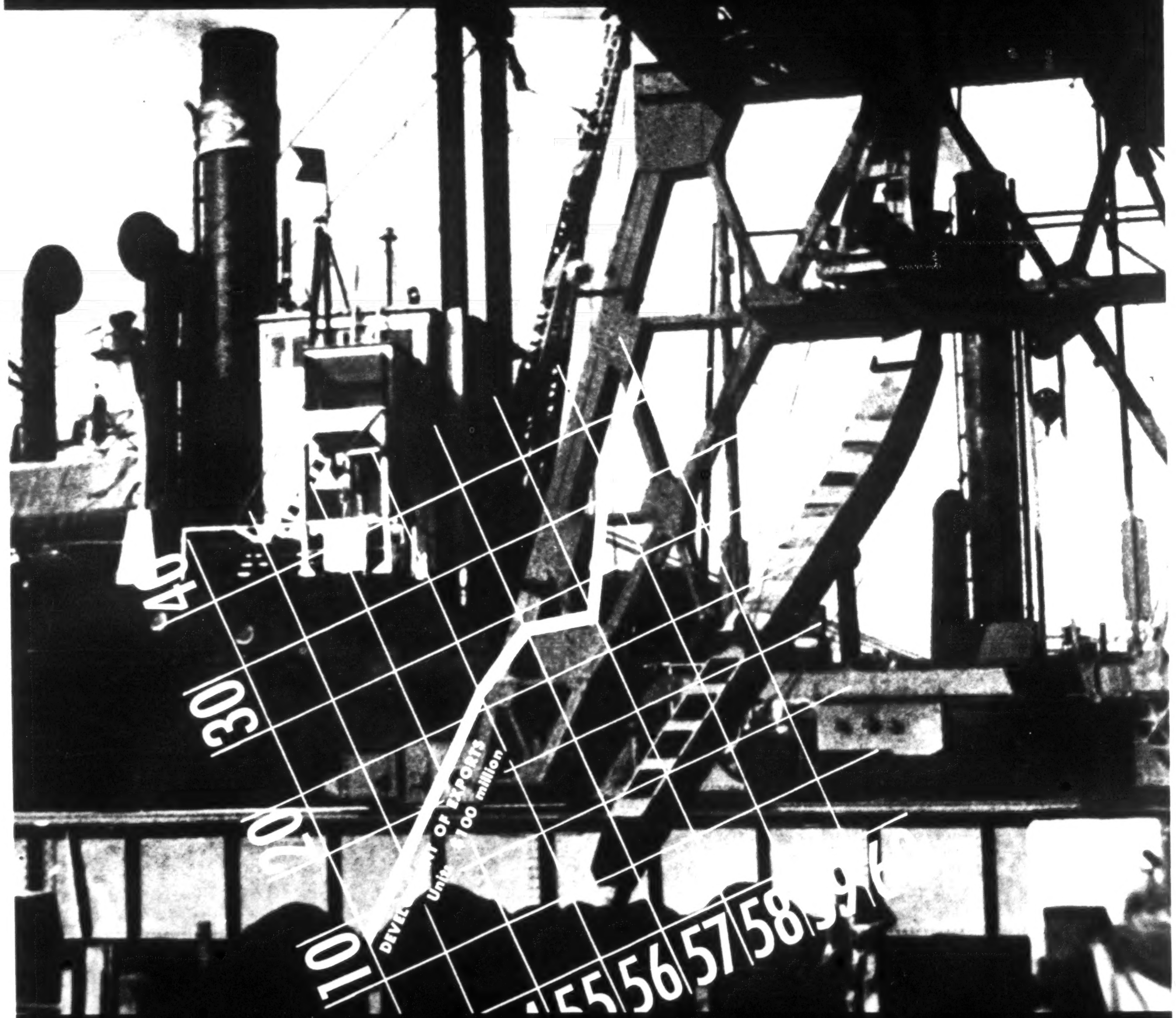
MOVE IN



Japan's industrial progress is no coincidence. Nor is the laterally rising living standard of Japan's 93 million people. They owe themselves to a great many factors. Advertising is one factor. And Dentsu Advertising Ltd. is both Japan's leader in advertising and her chief devotee to the development of marketing. You can depend on Dentsu — the all-embracing, forward-looking ad agency — to be the most effective and rewarding means of moving into Japan's broadening market.

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For you... more shouts of Bravo!

In September, you'll meet a brand new magazine named BRAVO. It's built on a force in American life that has never had adequate recognition from publishers—or advertisers:

Enthusiasm!

The enthusiasm to get up out of a comfortable chair at home and adjourn to a local auditorium to hear an in-person performance by a famous concert artist. The enthusiasm to enjoy other people—their company, their conversation . . . their artistry. The enthusiasm to applaud. To let go. To be carried away. To cheer.

The enthusiasm to want to know more about what goes on behind the scenes in the world of the concerts, music, theatre and the other lively arts—the world, in short, of BRAVO.

Come with us, far out beyond the dead flat rustle of statistics and tell your story in BRAVO to some 700,000 enthusiasts . . . the kind of people you like to be with . . . the people who go places and do things and live life and know—and applaud—good performances. (They applaud good products, too. After all, the ring of a cash register is merely another way of saying "BRAVO!")

Magazine of the Lively Arts

Metropolitan Soprano Leonie Rysanek

More shouts of Bravo because:

BRAVO brings you, for the first time, a high-income magazine audience concentrated in communities of 100,000 or less (where more and more of America's family wealth is concentrated).

BRAVO subscriber households have a median annual income of $10,419 and an annual *average* income of $13,051—second only to Sports Illustrated among magazines with a circulation of 400,000 or more.

BRAVO households are far above average in family possessions. For example, first by a wide margin among all major magazines in automobile ownership (96.2%). Almost half own two or more cars.

BRAVO's 700,000 subscribers are responsive. A questionnaire probing purchasing habits, economic condition and educational attainments, enjoyed a 53.2% return—and on just one mailing!

BRAVO Publishing Co., Inc. 17 West 71st St., New York 23, N.Y., SC 4-4390

Help Retailer Fight Private Labels, Cohen Asks Appliance Manufacturers

Manufacturer Gives Big Price Break to Private Label Sector, Says Retailer

CINCINNATI, June 13—A Cambridge, Mass., appliance dealer doesn't like to pay $80 more than Sears, Roebuck does for "a comparable brand name model" of an appliance—and he expressed his objection before a large assemblage of appliance makers.

Speaking at the annual convention of the Institute of Appliance Manufacturers, Maurice M. Cohen, president of Lachmere Sales in Cambridge, said that a refrigerator sold by Sears for $280 costs Sears $180 or less, while Lachmere Sales, "as a low-margin, carload buyer," must pay $260 for a comparable refrigerator.

"Add to our cost the expense of delivery, installation and service policy, or $20, and where do we stand competitively? We are not even within striking distance of price competition," Mr. Cohen said.

"We are not asking for the same buying price as Sears or others. We are asking that you do something to help get us back in the same ballpark with our private label competition. Price is important only insofar as we are within striking distance of our most important competitors. We don't need 40% margins, and we don't want 40% margins. We can and do operate very successfully on much lower margins. Help us by eliminating unnecessary costs and expensive fringe benefits. If you do something about it, we will both gain. If you don't, we will both lose," Mr. Cohen predicted.

■ "We need better ammunition for our battle," the dealer said. "We need intelligent understanding and action to do the job better. The private label chain makes its purchases directly from the factory without outmoded distribution costs; without the razza-matazz of gift-giving contests; without trips to foreign lands and plush vacations in Florida or Las Vegas; without fancy presentations of lines that bring Broadway with all its expensive trappings to us; without advertising funds that are spread so thin that they mean very little.

"Who needs these things? Who wants these expensive add-ons that keep jacking up our costs?" Mr. Cohen asked the manufacturers.

He said that retailers are afraid that manufacturers, in their everyday competition, lose sight of the "far more important competitive objective of all brand names against private labels.

"The fight is not between General Electric and Frigidaire and Westinghouse and RCA and others. It is a battle between all maker brands and the private, controlled labels of Sears and others," he said.

■ "The brand name product upon which a manufacturer is proud to put his *own* name and label is the one and only direction for the retailer to take. For him to think otherwise is ridiculous, and even worse, it's suicide," Mr. Cohen said. He added, however, that "in the first and final analysis, the manufacturer has the largest stake in the outcome of this battle."

Mr. Cohen said that a store carrying a large number of name brands is much more likely to win this battle with private labels than a store with only some of the name brands.

"The brand name strength will be found in the stores of the mass movers, where supermarket-style displays and showroom assortments are offered to Mrs. Consumer for her comparison and decision-making. There in the pleasant atmosphere of convenient hours and facilities will Mrs. Consumer have the opportunity to choose from all the brand names as against the private label," Mr. Cohen said.

■ He said that the single-line or restricted-line retailer in the metropolitan market is doomed to failure as a volume seller.

Speaking of his own large-volume store, Mr. Cohen said, "Our operation works and is not just a theory. We believe that stores like ours present brand names best, and here is where that battle can best be fought and won, if at all."

He charged that manufacturers are losing contact with retailers and said that, "It's showing in some of the moves you are making. We retailers are shut out from reaching your ear. We are effectively blocked from communicating with you by the very same distribution system that you have set up to serve us."

Because the manufacturer is out of touch with retailers and lacks the "consumer feel," he goes off on tangents, winds up with mediocre presentations and makes mistakes that are always costly, Mr. Cohen said.

■ The manufacturer, he said, "makes a Philco Predicta tv, which few people are willing to buy at regular prices. It took Mr. Philco one full year to realize that Mrs. Consumer would not accept a tv set that looked like a gas pump; and then he dumped them all at tremendous losses.

"Mr. GE put out a refrigerator with circular revolving shelves that looked fine to everyone at the factory. The only trouble with it was that Mrs. Consumer didn't like it because her mustard jar kept falling over and splashing on her nice clean floor.

"Mr. Bendix put out a rubber tub washer which was a real low-cost item to produce and promised to capture the low-end laundry market. The only trouble with it was that the clothes couldn't be squeezed dry enough for Mrs. Consumer. She wouldn't buy it," Mr. Cohen noted.

Similarly, "Ice makers are fine in refrigerators and fill a real need—on paper. The only trouble is that Mrs. Consumer doesn't want to be bothered with hooking up pipes to the refrigerator and is perfectly happy with four ice cube trays at a time," he said.

■ "These and other miscalculations are a matter of poor communication between manufacturer and dealer because the dealer is ready and able to advise you on what the consumer will accept. He can even trial-balloon a product and give you an honest appraisal. He is a hard-nose realist when it comes to pleasing Mrs. Consumer," Mr. Cohen said.

He also said that it is extremely difficult to understand how retailer buying prices can be so similar for mass buyers and for small lot buyers.

"The efforts of many distributors to maintain a fixed percentage of markup for every class of retailer without substantial consideration for bulk purchases has resulted in a situation where these distributors make an unreasonable margin of profit on these sales," Mr. Cohen charged.

■ Sol Goldin, retail marketing manager of Whirlpool Corp., who was reelected president of the manufacturers' group at the convention, said that the industry was now recovering from an economic slump that started in 1960 and from an "ethical recession that's been plaguing us since about 1946."

He said he thought the industry would experience an ethical revival because it now has "for the only time in appliance history, the right combination of circumstances, incentives and resources for total ethical reform."

Mr. Goldin said that ethical transgressions in the industry have included: "The undercutting of each other's prices, the pirating of management, engineering and research and development help, the varying definitions of quantity discounts, the hedges on warranties and guarantees, the lack of policing in sales to builders, and ignoring the trade-in problem.

Mr. Goldin listed these factors among the reasons for the expected ethical improvement in the appliance industry:

1. "In the first quarter of this year, we hit rock bottom profit position. At long last, we're aware that past practices have not made money . . . they've lost it!"

2. "We're in the spotlight. Suddenly we are sensitive to ethical errors. So is the government. So are our customers. So are our investors."

3. "At this time, perhaps for the first time, we are an adult and independent industry. We're now mature enough, big enough, important enough to stand on our own two feet."

4. "We have a new wealth of manpower and equipment, never before available, to help us make intelligent analyses and find corrective programs."

■ Dr. William Van Goethem, of Usines & Fonderies—Arthur Martin, Paris, representing the Appliance Manufacturers Union of France and the European Stove Manufacturers Committee, urged collaboration by American and European manufacturers.

Pointing out that although U.S. and European market requirements and appliances produced to meet them generally have basic differences of size and price, he said, however, "You might fill some of our needs; while we could equip your summer bungalows or economically-weak families." ≠

PETERSEN
FOSTER
CLARK
KELLSTADT

ASKING THE QUESTIONS—*These representatives of the Advertising Council were on the questioning panel following appearances by Defense Secretary Robert S. McNamara and Vice-President Lyndon Johnson at the Ad Council's 17th annual Washington conference. Shown are T. S. Petersen, Standard Oil Co. of California; William C. Foster, United Nuclear Corp.; Howard L. Clark, American Express Co.; and Charles Kellstadt, Sears, Roebuck & Co. About 200 executives were at the meeting.*

Einhart Agency Opens

George Einhart & Associates, a new agency, has opened at 207 Hawthorne Lane, Charlotte, N. C. Mr. Einhart was formerly art director of the *Charlotte Observer*. He has also been advertising manager of Radiator Specialty Co. and president of Alan Advertising Agency.

Werman, Edelstein to Zlowe

Herbert Werman and Arthur Edelstein, both formerly with Grey Advertising, have joined Zlowe Co., New York. Mr. Werman was named associate media director, and Mr. Edelstein was named to the time buying department.

'Ivy League Guide's' Dauntless Salesmen Find Madison Ave. Reception Frustrating

NEW YORK, June 13—There's a little bit of ivy that wants to grow on Madison Ave. again this year.

The grapevine has it that those boys from Harvard and Yale are back in town, to (1) plant their white bucks in agency media departments; and (2) button down a few space contracts for the *Ivy League Guide to New York*.

Ivy League Guide is a pocket-size publication, now in its second year, distributed to students in 35 eastern colleges throughout the school year by Ivy League Guides. The corporation is master-minded by a Harvard and Yale student group which, taking a leaf from the promoter's book, last year managed to wend its way into a *Life* feature spread and heap up a mound of other publicity.

Tramping ad buyways this season is an *Ivy League Guide* staff composed of Christopher B. Cerf, 20, son of Bennett Cerf and managing editor of the *Guide*, as well as vp of the *Harvard Lampoon*; Michael J. Goodkin, 20, *Guide* business editor, and treasurer of the *Lampoon*; and Leonard M. Chazen, 19, *Guide* copy editor and associate editor of the *Yale News*.

Michael Goodkin

Leonard Chazen

■ The first-year effort produced 20 ad pages, including Pan American World Airways (a two-color back cover), Vaseline hair tonic, Macy's, Tuborg beer, and Vespa motor scooters. Now, the boys are looking to build *Ivy League Guide's* volume.

"We have the market," said Mr. Goodkin.

"And there's no competition," added Mr. Chazen. "As soon as we told potential competition about our experiences with agencies, that scared 'em off, but good."

"Right," said Mr. Goodkin. "It's very frustrating. Agencies and advertisers don't take college kids' publications seriously. But 'Gunsmoke' on tv—ahah! That's a different story."

"We're telling this story," said Mr. Chazen: "That college students form permanent buying habits; that two-thirds of the kids—according to a Batten, Barton, Durstine & Osborn survey—don't watch tv; and that only 20% of them read *Playboy*, which some people say is strictly for students."

"It *is* frustrating," Mr. Goodkin repeated.

■ "But we've learned a few things at agencies," Mr. Chazen said. He and Mr. Goodkin then rattled off a list of do's and don'ts adopted by *Ivy League Guide* space salesmen.

"Like—the old secretary runaround. How can a guy always be in conference?" Mr. Goodkin wanted to know.

"Can a guy *really* be out to lunch at 4 p.m.?" asked Mr. Chazen. "There was one who had us call every Monday from July through September—but he was never in."

"Yeah," agreed Mr. Goodkin. "And the agency man who spent a half hour tearing us apart, then 15 minutes praising us—and we're still waiting for a contract."

■ "Boy, one thing you learn," Mr. Chazen said, "is that in this business you get the contract first—and socialize with a guy second. But the one that took the cake was at another big agency.

"The first person we saw was a woman. She called us back and complained because we didn't include her alma mater, Bryn Mawr. So we put it in. A week and a half later we tried to reach her and found she'd been fired.

"So we talked to a second person, a man, at the same agency. He promised us all sorts of business—some California wine, Mercedes and General Dynamics. But he got fired, too, before we could sign him up," Mr. Chazen said.

"And the payoff," said Mr. Goodkin, "was the third contact there. He wouldn't see us. He said on the phone that they were putting all their money into college programs, and if they bought us they'd look foolish—because of our lower rates."

■ "Only $400 for a b&w page," said Mr. Chazen, adroitly inserting the commercial. "And we'll take color if we can get some."

"You bet we will," Mr. Goodkin said. "But this year we're really going to be careful about one phase of our selling."

Remorsefully, Mr. Chazen explained: "It was last year. We were involved with the *Life* picture shooting, wearing a white cricket outfit—sneakers, and all that. Well, we were late coming back on the ferry from Staten Island and didn't have time to change for our appointment at Knomark Inc. in Brooklyn, the company that makes Esquire shoe polish.

"The guy at Knomark took one look at our sneakers and exclaimed, 'How dare you wear *those* in *this* company?' Then he threw us out."

"But we're back again," hastened Mr. Goodkin, "ready or not."

"Yes," said Mr. Chazen, "and for all summer long, too." ≠

Holst & Male Names Luther

William M. Luther, formerly an account executive of Phillips-Ramsey, San Diego, has joined Holst & Male, Honolulu, a subsidiary of McCann-Erickson, as an account executive.

SOLD
BY
THE HERALD
"Sure, the biggest food market in the South is HERALDLAND"

HERALDLAND is the BIGGEST and GROWINGEST MARKET in the SOUTH

WRITE FOR NEW 3-D ADVERTISING RATES
(Bulk-Continuity-and Page Discounts)

Yes . . . HERALDLAND! $610.9 million in food store sales. More than double the food sales in Atlanta Metropolitan County area.

1,815,700 people . . . $3,621 million effective buying power . . . $2,695 million retail sales, a market greater than any of 26 entire states.

HERALDLAND — the South's No. 1 market — is sold by the South's biggest and most influential newspaper

The Miami Herald
STORY, BROOKS & FINLEY, INC., NATIONAL REPRESENTATIVES

R. A. Hart Advertising, Robinson, Adleman Close

Ralph A. Hart Advertising, Philadelphia, has gone out of business. Mr. Hart, head of the agency, has joined Elkman Co., Philadelphia, as an account executive, bringing with him six accounts. He said he had made an assignment of assets to an assignee to pay off debts of his former agency. He had been in business 14 years.

Robinson, Adleman & Montgomery, Philadelphia, also has closed its doors. The agency resigned some 15 accounts when it closed, Robert Adleman, principal, told ADVERTISING AGE. Mr. Adleman is now with a weekly newspaper.

Airtemp Names Miller

Carl T. Miller has been appointed advertising manager of the Airtemp division of Chrysler Corp., Dayton, O. Succeeding him as sales promotion manager is John F. Zaino, formerly supervisor of advertising production.

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Summer Workshop Enrollment Coupon

Enroll me for the ADVERTISING AGE SUMMER WORKSHOP ON CREATIVITY IN ADVERTISING, Aug. 1 to 4. My check for $125 covering complete registration fee, including attendance and participation in all meetings and the cost of three luncheons and two dinners on Aug. 2, 3 and 4, is enclosed. (Or bill me ☐; bill my company ☐)

Name (please print or type) ____________

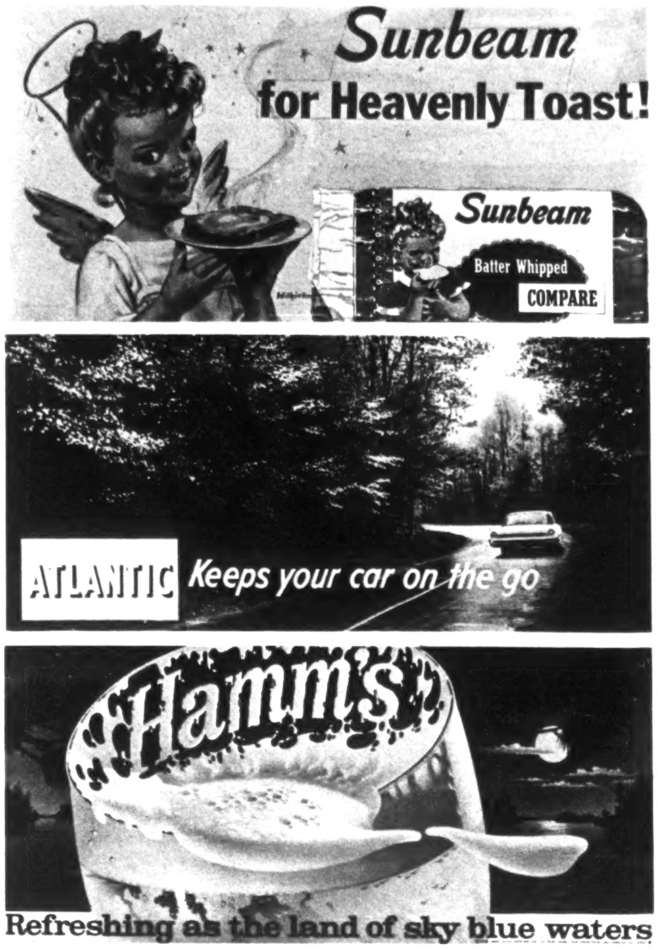
Title ____________

Company ____________

Address ____________
STREET CITY ZONE STATE

MAKE YOUR CHECK PAYABLE TO SUMMER WORKSHOPS, AND MAIL TO SUMMER WORKSHOPS, c/o Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

If you want information and reservation forms for the Palmer House (hotel accommodations are not included in Workshop fee) during the Workshop, check here ☐



STARCH TOPPERS—*Quality Bakers' Sunbeam bread poster scored at the top of the top-rated posters in Starch's national outdoor ratings for the four weeks ending May 3 with a copy performance index of 83. Next were Atlantic gas with 68 and Hamm's beer with 62. The remaining toppers, with index score, were Coca-Cola, 60; Fleischmann's gin, 57; Esso, 56; Swift's Premium sliced meats, 53; Standard of Indiana's Atlas tires and Standard of California's Chevron gas, each 48; and Budweiser beer and Sterling salt, each 45.*

Registrations for AA Ad Workshop Nearing Capacity

Fourth Annual Seminar to Be Held Aug. 1-4 at Palmer House, Chicago

CHICAGO, June 15—Enrollments for the fourth annual Summer Workshop on Creativity moved over the 400 mark this week.

Since capacity for the workshop, to be sponsored by ADVERTISING AGE at the Palmer House, Chicago, Aug. 1-4, is under 500, readers who would like to attend should use the accompanying coupon to make a reservation now.

The workshop is devoted to a review and discussion of creative advertising, both print and broadcast, and has played to sell-out houses during all three previous years.

■ Reviews and discussions of creative advertising techniques by such outstanding personalities as Stan Freberg, noted exponent of the humorous approach in commercials, Virginia Graham, tv personality, Leo Burnett, Marion Harper Jr., and William Bernbach, of Doyle Dane Bernbach, will feature the workshop. Also slated are intimate seminar discussions led by such outstanding admen as Fairfax M. Cone, Foote, Cone & Belding; Chester L. Posey, McCann-Erickson; Ernest A. Jones, MacManus, John & Adams; Everett D. Biddle, Biddle Co.; Earle Ludgin, Earle Ludgin & Co.; and William D. Tyler, Benton & Bowles.

Leading panel reviews of current advertising are Walter Weir, Donahue & Coe (print), and Harry McMahan (broadcast). John W. Amon, Needham, Louis & Brorby, will conduct an exceptional panel on art and layout in which some of the country's most prominent art figures will present their conceptions of how existing ads might have been presented more effectively.

■ Reviews of the latest creative techniques in industrial advertising, direct mail and outdoor advertising will be presented in special sessions.

The cost of the workshop is $125 per person, which includes three lunches and two dinners, but does not include hotel accommodations. Complete details are available from Summer Workshops, c o ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill. #

Comet Dealers Plan Drive

New York Lincoln-Mercury Dealers Assn. is running ads in newspapers in New York, New Jersey and Connecticut through July 4 calling attention to a favorable report on the Comet in the May issue of *Popular Mechanics*. Reprints also are being made available in dealer showrooms.

Richards Joins WBBM

Cecil L. Richards, formerly director of sales development of the radio division of Peters, Griffin, Woodward, New York, has been named advertising and sales promotion manager of WBBM, Chicago radio station. Mr. Richards succeeds Howard Payne, who has left the company.

California Group Backed List of Drug Prices, U.S. Says

SAN FRANCISCO, June 13—A federal court jury here last week heard how the Northern California Pharmaceutical Assn. promoted sale of the Donald K. Hedgpeth drug price list as "the biggest bargain in pharmacy."

Copies of promotional material were introduced by a Justice Department attorney, Don H. Banks, as the government wound up its case against Mr. Hedgpeth and the association.

Defense attorney Arthur B. Hanson said that when he begins his defense he will "call some of the greatest medical and pharmaceutical experts in the U.S. to prove that the druggist organization has not violated federal anti-trust laws."

The 1,500 member group is accused of conspiring to fix prescription drug prices by adhering to the schedule drawn up by Mr. Hedgpeth, San Francisco druggist and former chairman of the association's pricing committee (AA, Dec. 19, '60 *et seq.*).

■ Mr. Banks presented documents showing that "on at least four occasions letters went out urging association members to buy the Hedgpeth price list, with mailings from the office of Charles R. O'Malley, secretary-treasurer of the association in 1958 and 1959.

"The first membership letter, sent Sept. 10, 1958," Mr. Banks asserted, "stated that price schedules for prescriptions, at $1 each, are being ordered and used in every corner of the [association's] area. Put your $1 in the mail today for your permanent plastic schedule. It's pharmacy's biggest bargain."

Mr. Banks also asserted that in 1958 James J. McGoldrick, association president, had presented an annual report commenting that "the Hedgpeth schedule has been vigorously promoted."

After the government rested its case, Judge Louis E. Goodman denied a defense motion for a directed verdict of acquittal. #

'Road & Track' Boosts Rates

Road & Track, Newport Beach, Cal., has issued a new rate card, effective with the December, 1961, issue. A one-time b&w page costs $1,275, compared to the former cost of $1,045.

Broan Mfg. Names Fromstein

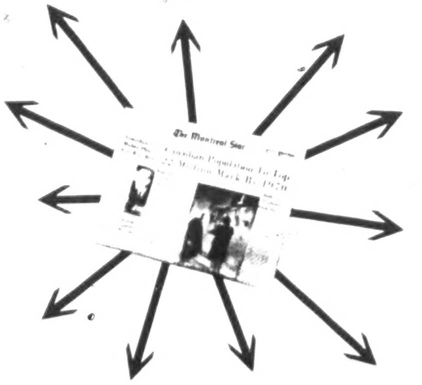
Broan Mfg. Co., Hartford, Wis., manufacturer of home ventilating products, has named Fromstein & Levy Advertising, Milwaukee, as its agency.

the Star gets action in Montreal

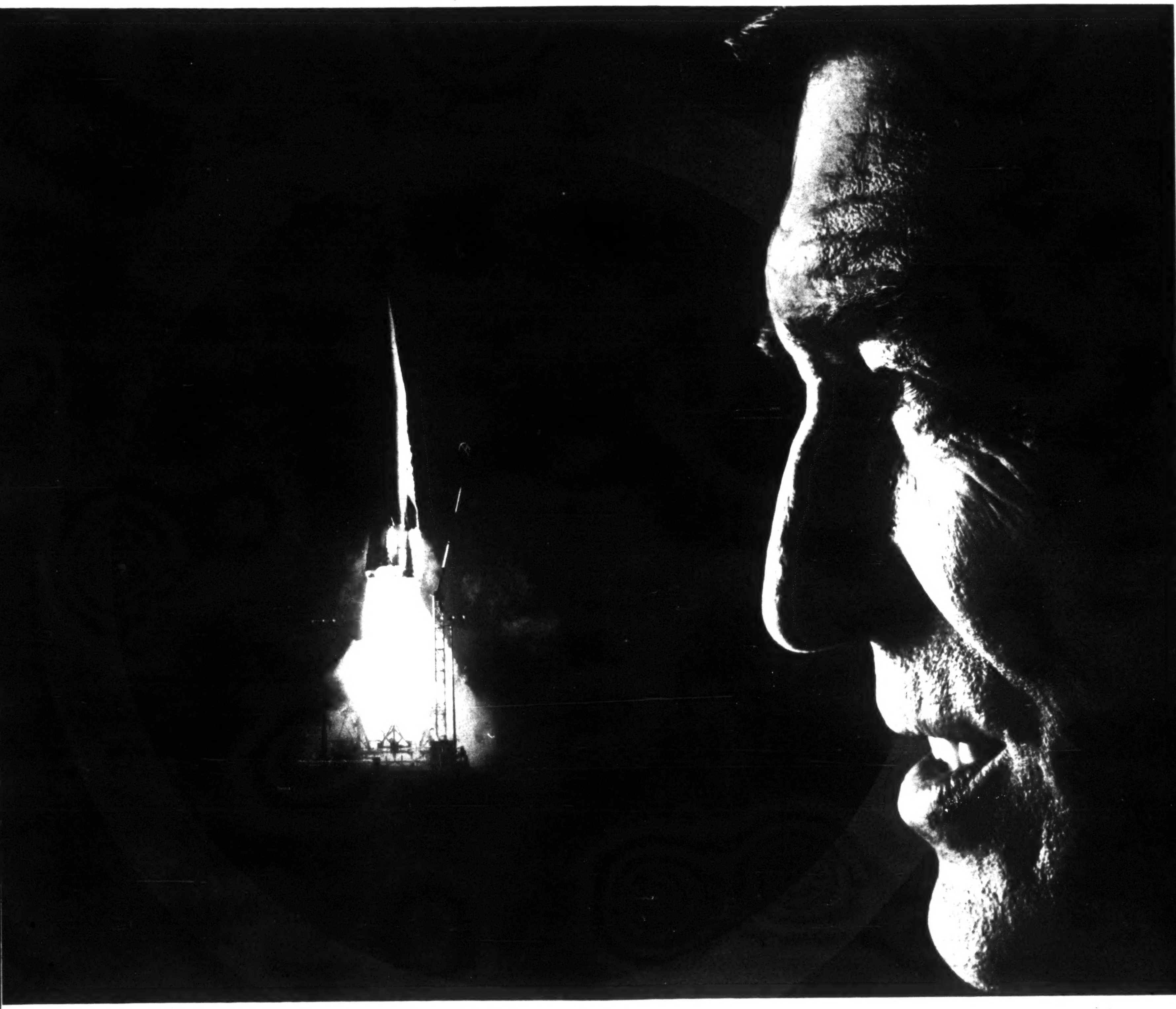
Montreal offers advertisers all the selling advantages of a major metropolis—the largest in Canada and sixth largest on the continent. It also offers advertisers the selling power of The Montreal Star — the newspaper that delivers unmatched coverage and deep penetration of the English market.

We will be pleased to tell you more about Montreal and the Star. A copy of our latest data book is yours for the asking.

The Montreal Star
Represented nationally by O'Mara and Ormsbee Inc.



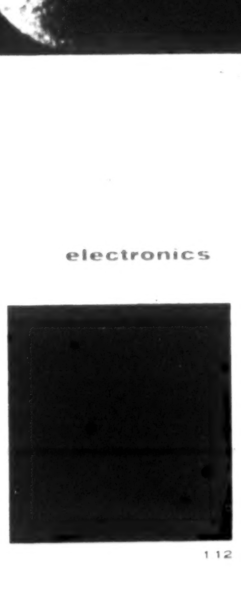
If it interests this special engineering mind...



it's in electronics:

When you sell the electronics engineer, you make contact with a fast-moving, highly curious and constantly probing mind. A mind which never gets its fill of information. In a single day, the electronics man may face problems in research, design, production or management; he may work in any or all four areas. Only **electronics** has an editorial staff that constantly scours the nation and the globe to provide *authoritative* information in all four areas. That's why **electronics** readers are uniquely *loyal*. That's why these engineers form the major advertising and sales target for the nation's leading electronics manufacturers. Take a look at a recent issue and see!

ABP ABC **A McGRAW-HILL PUBLICATION,** 330 West 42nd Street, New York 36, N.Y.



Along the Media Path

KIMA, Yakima, Wash., sponsored a bowling endurance marathon on Memorial Day in which the winner bowled for 84 hrs. and 15 min.

• Ground has been broken for its new $2,000,000 Broadcast House by **WBAL** and **WBAL-TV**, Baltimore. Occupancy is planned for June, 1962.

• **TV Guide** has appointed Freberg Ltd., Hollywood, to produce all of its 1961-'62 radio and tv spots. A $65,000 budget has been set for the campaign, which the publication terms as its first major effort in the tv commercial field.

• Effective June 10, the **New Haven Journal-Courier** and **Register** began publication of a combined Saturday edition.

• **New York Journal-American** has inaugurated a new food page, "Food in the News," to run every Thursday.

• On May 27, the **Montreal Gazette** published its fifth annual summer travel section.

• The market of central Kansas, centered around Topeka, and its present conditions, are outlined in market report, published by **Avery-Knodel**, 720 Fifth Ave., New York 19. The report shows the statewide influence of WIBW, Topeka, and gives marketing and farm data on a county-by-county basis.

• **Chicago Tribune's** *TV Week* supplement carried classified advertisements for real estate, automobiles, furniture and other goods and services for the first time in the June 3-9 issue which was the handy tv listing's fifth anniversary issue.

• Karl Haas, director of fine arts for **WJR**, Detroit, has been awarded a special award from Wayne State University, Detroit, for "creative leadership and excellence in cultural broadcasting."

• **WILX-TV**, Jackson, Mich., has been awarded a U. S. Treasury citation for continuing support of the government's savings bonds and schools savings programs.

• Free trip to London and Paris, via jet, was awarded to the winner of a recent "Gateway to Europe" contest sponsored by **WCAU**, Philadelphia, in cooperation with the City of Philadelphia. The contest promoted the new trans-Atlantic jet service which originated in Philadelphia June 1.

• **KIOA**, Des Moines, has been awarded the Danny Thomas Award of Merit for an "outstanding job of fund raising for Alsac's St. Jude Hospital project to aid leukemia stricken American children.

• As a public service, **WFAA-TV**, Dallas, is presenting a series of half-hour lessons in reading and writing, in an attempt to combat illiteracy in the U. S.

• **WISN**, Milwaukee, has received a national commendation certificate from the U. S. Air Force for "Devoted service in assisting the U. S. Air Force Recruiting Service."

• **Denver Post** is now presenting its Sunday news and features on women's activities, social events, fashions and homemaking in a full-color letterpress section, in a new tabloid format.

• "1961 Housewares & Small Appliance Survey" has been published by **Redbook**, 230 Park Ave., New York 17.

• **WSAI**, Cincinnati, presented its first annual Junior High School Science Awards on June 15. The awards, presented in cooperation with the Cincinnati Public Schools, are designed to honor the late Dr. Charles F. Kettering, scientist and inventor, and are awarded to the outstanding ninth grade science student in each of Cincinnati's public junior high schools.

• Readers of the **San Mateo Times** June 12 issue got a "preview" of a gift-wrap of aluminum laminated on coated paper designed by Aluminum Co. of America for Father's Day. The new wrap served as the cover of a special section of the *Times* telling the story of the Alum-a-Rama exposition at the Hillsdale Shopping Center Mall that evening. Subscribers were able to use the new wrap for their own Father's Day gifts. More than 15 miles of the 15" gift wrap were used for the special section. ≠

PRIMA*

In any language,
The Cedar Rapids Gazette
is Iowa's 1st newspaper
in total advertising
linage and provides
95% coverage of Iowa's
2nd largest market.

Represented by
Allen-Klapp Co.

*PRIMA means FIRST in Latin

PUBLIC SERVICE—*The Advertising Federation of America recently received a Treasury Department citation for outstanding public service to the savings bond program over the years. James S. Fish (left), vp and director of corporate advertising, General Mills, and outgoing chairman of the AFA, accepts the award for the group from Under Secretary of the Treasury Henry H. Fowler, at the group's annual meeting in Washington.*

McMillan to Join Frost

Robert L. McMillan will join Harry M. Frost Co., Boston, in an executive capacity on July 1. Mr. McMillan formerly was president of Chambers, Wiswell, Shattuck, Clifford & McMillan, Boston. Before forming his own agency in 1953, Mr. McMillan was an associate ad manager of Lever Bros. Co. and was ad manager of Thomas J. Lipton Co.

Potts-Woodbury Elects Roberts VP, New York Manager

Potts-Woodbury, Kansas City, has elected Chester Roberts vp of the agency and manager of its New York office. Opened last fall to service the American Wool Council, the New York office has been expanded to handle new accounts. It will move to new quarters at 1270 Avenue of the Americas in Rockefeller Center Aug. 1. Mr. Roberts, who was a marketing director of Revlon Inc. until January of this year, joined Potts-Woodbury several months ago. As New York manager he succeeds Leonard Bridges, who has left the agency. He also has been a vp of Donahue & Coe and an account supervisor of North Advertising.

Chester Roberts

Potts-Woodbury also has named Norma R. Todd, formerly with Merritt Owens Advertising Agency, to its Kansas City creative staff.

Fleming Moves in Dallas

Fleming Enterprises, Dallas agency, has moved to 416 Rio Grande Bldg.

'N. Y. Times' Sets Grocery Workshop

NEW YORK, June 13—The *New York Times* has set up a Grocery Research Workshop for the food and grocery industry, which will be handled by Dr. Ernest Dichter and his Institute for Motivational Research.

The institute will take questions to a panel of "typical *Times* women readers" to arrive at the answers.

The workshop will explore product, packaging, copy and retail selling problems for companies involved in the packaging or distribution of food products. Findings will be made available to companies initiating studies, and to the *Times*. Prospective users of the service need not be advertisers in the newspaper. No charge will be made. ≠

Hollander Adds Two Partners

Sidney Hollander Jr., founder and head of Sidney Hollander Associates, Baltimore and Washington, has formed a partnership with Sidney Cohen and Robert Pasternak. The research company will continue to operate under its present name. Mr. Cohen formerly was director of research of Jacob Ruppert Brewing. Mr. Pasternak joined the Hollander company in 1956.

One Ad Leads To
a Campaign in
Farm & Power
Equipment

because . . .

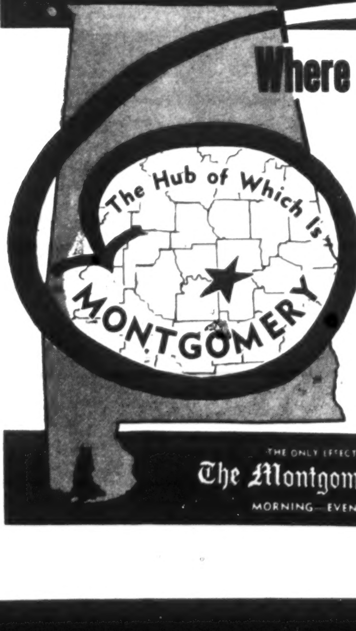
- Readers sell **MORE THAN 89%** of all Farm, Light Industrial Power Equipment and Allied Lines bought in the U. S.
- Grass-roots Editorial Policy aimed towards the solution of management, merchandising and marketing problems, builds reader interest and confidence.
- Reader inquiries generated from quality sources, **can** be sold if properly followed up.

Schedule an ad and see for yourself!

FARM & POWER EQUIPMENT
The Industry's Merchandising and Management Publication
2340 HAMPTON MISSION 7-3333 ST. LOUIS 10, MISSOURI

ALABAMA'S SHOPPING CENTER

Where 25% of the states retail sales are made...



When you think of the Alabama market...think of all of it!

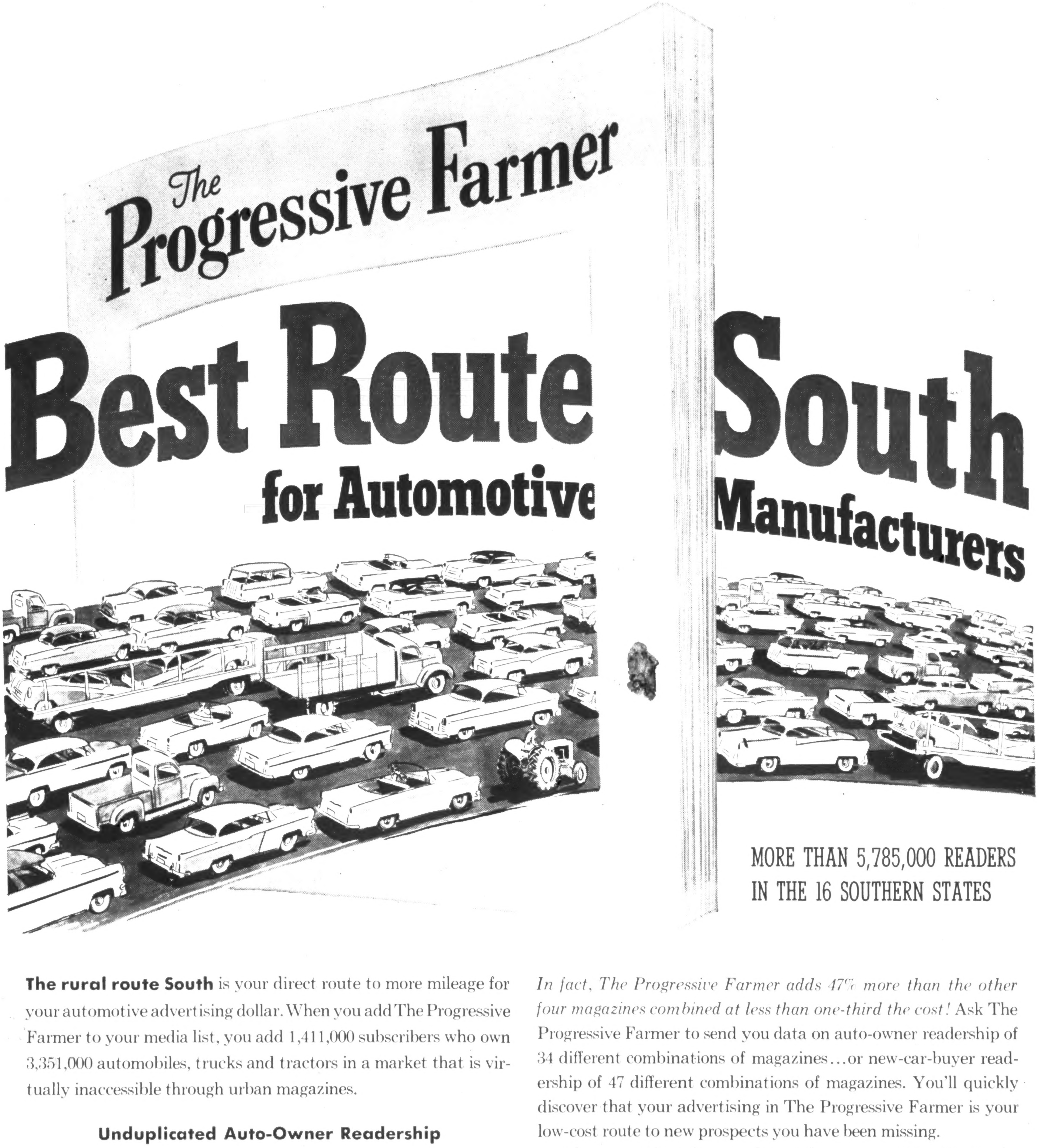
Montgomery, with a metropolitan population of 169,210, is the shopping center of Central and South Alabama. Only the Capital City papers deliver effective coverage in this thriving 13-county market in the heart of the state

The Montgomery Advertiser-Alabama Journal is the state newspaper in every way What happens in the Capital City influences the whole state You can sell its people with just one advertising medium the Advertiser-Journal the only newspaper that gives complete circulation and news coverage of the area Circulation is at an ALL-TIME HIGH over 93,000 combined daily and over 85,000 Sunday

FULL COLOR ACCEPTED ALL EDITIONS — 7 DAYS A WEEK

THE ONLY EFFECTIVE COVERAGE OF THE CENTRAL AND SOUTHEAST ALABAMA MARKET
The Montgomery Advertiser-ALABAMA JOURNAL
MORNING—EVENING—SUNDAY KELLY SMITH CO National Representatives

Best Route South for Automotive Manufacturers



MORE THAN 5,785,000 READERS
IN THE 16 SOUTHERN STATES

The rural route South is your direct route to more mileage for your automotive advertising dollar. When you add The Progressive Farmer to your media list, you add 1,411,000 subscribers who own 3,351,000 automobiles, trucks and tractors in a market that is virtually inaccessible through urban magazines.

Unduplicated Auto-Owner Readership

Among automobile owners alone, The Progressive Farmer adds many thousand unduplicated readers at extremely low cost. For example, if your list includes Reader's Digest, Life, Saturday Evening Post, Look, Time and Newsweek—The Progressive Farmer will add more unduplicated automobile owners than a combination of U. S. News, Holiday, New Yorker and Sports Illustrated.* *In fact, The Progressive Farmer adds 47% more than the other four magazines combined at less than one-third the cost!* Ask The Progressive Farmer to send you data on auto-owner readership of 34 different combinations of magazines...or new-car-buyer readership of 47 different combinations of magazines. You'll quickly discover that your advertising in The Progressive Farmer is your low-cost route to new prospects you have been missing.

Urban magazines do not adequately serve *rural* families in the 16 Southern states. The Progressive Farmer fills this major gap in coverage with concentrated local influence, special interest appeal and dynamic selling power. Whatever you have to sell—your best route South is the rural route through The Progressive Farmer. You reach 1,411,000 subscribers...more than 5,785,000 readers, most of them virtually *exclusive* to The Progressive Farmer.

*Starch tabulations from 1960 Consumer Magazine Report.

The South Subscribes to The PROGRESSIVE FARMER

Advertising Offices: BIRMINGHAM · RALEIGH · MEMPHIS · DALLAS · NEW YORK · CHICAGO · LOS ANGELES · SAN FRANCISCO

Meredith Names Worlan; Allen Elected VP

Carroll Worlan has been named retail merchandising manager of *Better Homes & Gardens*, published by Meredith Publishing Co., Des Moines. He formerly was manager of the area development program of Iowa Power & Light Co., Des Moines.

Meredith has also elected George H. Allen a vp. He has been assistant to the president since May, 1960.

Perry Joins Meridian Films

W. A. (Wib) Perry, formerly vp and general manager of Robert Otto (Canada) Ltd., has been appointed vp and general manager of Meridian Films, Toronto, tv film and tape producer.

CPV Opens in Switzerland

Colman, Prentis & Varley International, London, has opened an office in Lausanne, Switzerland.

REMEMBER...

CALIFORNIA HAS A 4TH MARKET TOO!

Los Angeles, San Francisco, San Diego AND THE BILLION DOLLAR San Bernardino-Riverside-Ontario market . . . 27th in the nation! The San Bernardino SUN-TELEGRAM will wrap up the San Bernardino half of this vital market for you . . . effectively and without duplication. Retail sales in this exploding, growing, spending market are in excess of $900 million . . . greater than New Orleans, Toledo, Oklahoma City or Salt Lake City! San Bernardino is 62 miles from Los Angeles and less than ½ of 1% of the total circulation of the Los Angeles papers reach it. Hardly enough to even consider! So, when you think of California, think of the 4th largest market and the San Bernardino SUN-TELEGRAM!

San Bernardino
SUN-TELEGRAM
Represented Nationally By
Cresmer & Woodward, Inc.

This Week in Washington . . .

Senate Probers Shop for Groceries, Eye 'Subtle Knavery' in Marketplace

By Stanley E. Cohen
Washington Editor

WASHINGTON, June 15—The special Senate subcommittee on consumer deception will be moving into the spotlight late this month or early next month. When the hearings start, the food industry will do well to brace itself for some uncomfortable moments.

The subcommittee's staff has been shopping the supermarkets. It has built up a chamber of horrors to illustrate the hazards that the housewife faces when she tries to figure out how to get the most for her money.

Sen. Philip A. Hart (D., Mich.), who spearheads this project, sketched his point of view in a speech to the 46th national conference on weights and measures here this week.

"In our society, where easy credit is a current phenomenon and the credit card has in many cases replaced the dollar as a medium of exchange," he said, "the importance of honest weight and measurement is often lost from sight."

■ In every age, he argued, there have been knaves in the marketplace. "But today it is easier than ever to extract an additional penny from our fellow men by overreaching or deceit.

"When the butcher was caught with his finger on the scale, the housewife was outraged," he recalled. "This was cheating. Once detected, it was easily understood. But the techniques for misleading the consuming public are today subtle and refined. They are not so easily detected and, even when detected, their effect is not easily understood."

His remarks struck a sympathetic note with delegates to the conference. J. Lyle Littlefield, chief of foods and standards for the state of Michigan, told the same meeting that in the battle royal among admen to "out-gimmick" each other, there is no longer any such thing as an ordinary pound, quart or gallon—"only a full pound, a giant-size quart and a big, long gallon."

The group, composed of officials from various states, has already expressed itself on the problem. It has proposed a model law prohibiting the use of adjectives which tend to contradict or hide the true meaning of words designating size or weight.

If Sen. Hart's preliminary investigations have turned up any legal loopholes that need plugging, he is keeping the information to himself. The packages and jars he has collected all contain language accurately describing the price and content. His complaint is that the labels are often difficult to read. Or the old familiar package will remain on the shelf, but with some modest and unpublicized reduction in the contents.

■ Under existing law, the Food & Drug Administration is supposed to move against deceptive and slack filled packages. But until recently, at least, FDA's batting average in the courts has been very low.

Generally, manufacturers candidly disclose the actual content of the "package." While the package may be bulkier than necessary, courts are reluctant to find deception where a candid disclosure has been made.

In one recent case, experts were called by the government and the food packager to argue the engineering specifications necessary for protecting a chocolate mint product. The judge was inclined to accept the defense offered by the experts from the candy company. On appeal, however, the next panel of judges decided that the trial court should have listened more sympathetically to the government witnesses.

With a more favorable environment in the courts, and some stiff prodding from Capitol Hill, the Food & Drug Administration may decide to put more of its effort into the enforcement of slack fill laws. It is not, however, the kind of an assignment that will appeal to the scholarly instincts of the dedicated people who make their careers at FDA.

With the welfare of the entire country at stake, their inclination is to nurse every precious budget dollar for those areas of investigation which contribute to the safety of the nation's food and drug supply. Economic cheating, such as slack fill packaging looks like a matter of small consequence in comparison.

When it is time to make the crucial decisions on the allocation of the agency's limited financial and manpower resources, the top personnel inevitably ask themselves: "Shall we divert this money from the testing of new drugs? From the inspection of food packing plants? Or should we leave things as they are and depend on the housewives to read the labels carefully?"

■ Even Sen. Hart seems to be having difficulty finding any obvious law violations. But in today's climate, he strikes a sensitive spot when he complains that the packages which "embellish the subcommittee's offices reflect the low tone of morality that eixsts in the marketplace."

"Too often," he complains, "'What can I get away with?' has replaced 'Is it right or wrong, honest or dishonest?'"

■ The committee hopes to publicize the problem without identifying the individual brands which have been collected by the investigators. But the packages and jars which have dramatized the problem are easily identifiable by anyone who sees them.

Two competing brands of coffee were purchased by the investigators. One held 6 oz. The other had only 5 oz., but it was in a thick brown jar that made it look just as big. The deal was even harder to decipher, because the 5 oz. jar carried the legend, "7¢ off."

■ At least five different brands of detergent have been collected. All the boxes are the same size, but the prices vary. So do the contents—from 15 oz. plus a washcloth, to 21.75 oz.

Committee members concede that pressures of competition cause many business men to resort to packaging and labeling gimmicks in order to give their product a little extra sales power. The exhibits include a brand of soap pads, formerly advised as 12 to a box. When costs went up, the company met competition by reducing the number of pads to 10—and disclosing the count in small letters on the back of the box.

In another case, the subcommittee collected three successive packages for one well known brand of napkins. The earliest proudly proclaims 80 to a box. The second also holds 80, but in small letters. The third box looks the same, except that the disclosure is on the back. For those who read it, the wording on the box reports that it contains 70 napkins.

■ Some companies report that they adopt these packaging and labeling devices reluctantly, the subcommittee investigators say. "Too often," Sen. Hart reports, "we see a producer penalized for a forthright declaration of package content, while his competitor gains a trade advantage by not being so forthright."

At the end of his speech to the weights and measures group, the senator noted that the group was to hear a report on quality control by J. H. Chaloud, associate director of the product development division, Procter & Gamble Co.

"I'm sure you will be very much impressed by the very commendably complex and thorough procedures used to guarantee that the housewife gets the amount set forth on the package," he acknowledged.

"Yet what is the effect of these complicated controls by the production personnel, when the housewife is not able to tell from the package or label exactly what amount she is getting and what price she is paying for it, compared to other brands and sizes?

■ "My only point is that to get full value from this type of production control, it is equally important that this type of care and research be carried over into the design of packages and labels, to the end that the consumer can be properly informed." #

Winning the
your USO

Haines Brown Morris Hollyday

USO CAMPAIGN—*Benton & Bowles prepared this ad for a nationwide United Service Organizations campaign in all media during August and September, sponsored by the Advertising Council. Shown holding car card version of the ad are James Haines, group head; Jean Brown, creative supervisor; John Morris, account supervisor; and James Hollyday, account executive.*

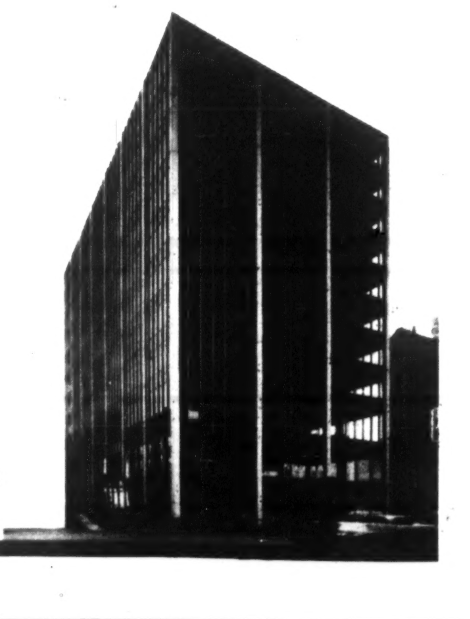
We've moved in Chicago

OUR NEW ADDRESS:
9th Floor, The Blair Building
645 North Michigan Ave. (at Erie)
Chicago 11, Illinois
Phone: SU 7-2300

JOHN BLAIR & COMPANY
founded 1933 – exclusively radio

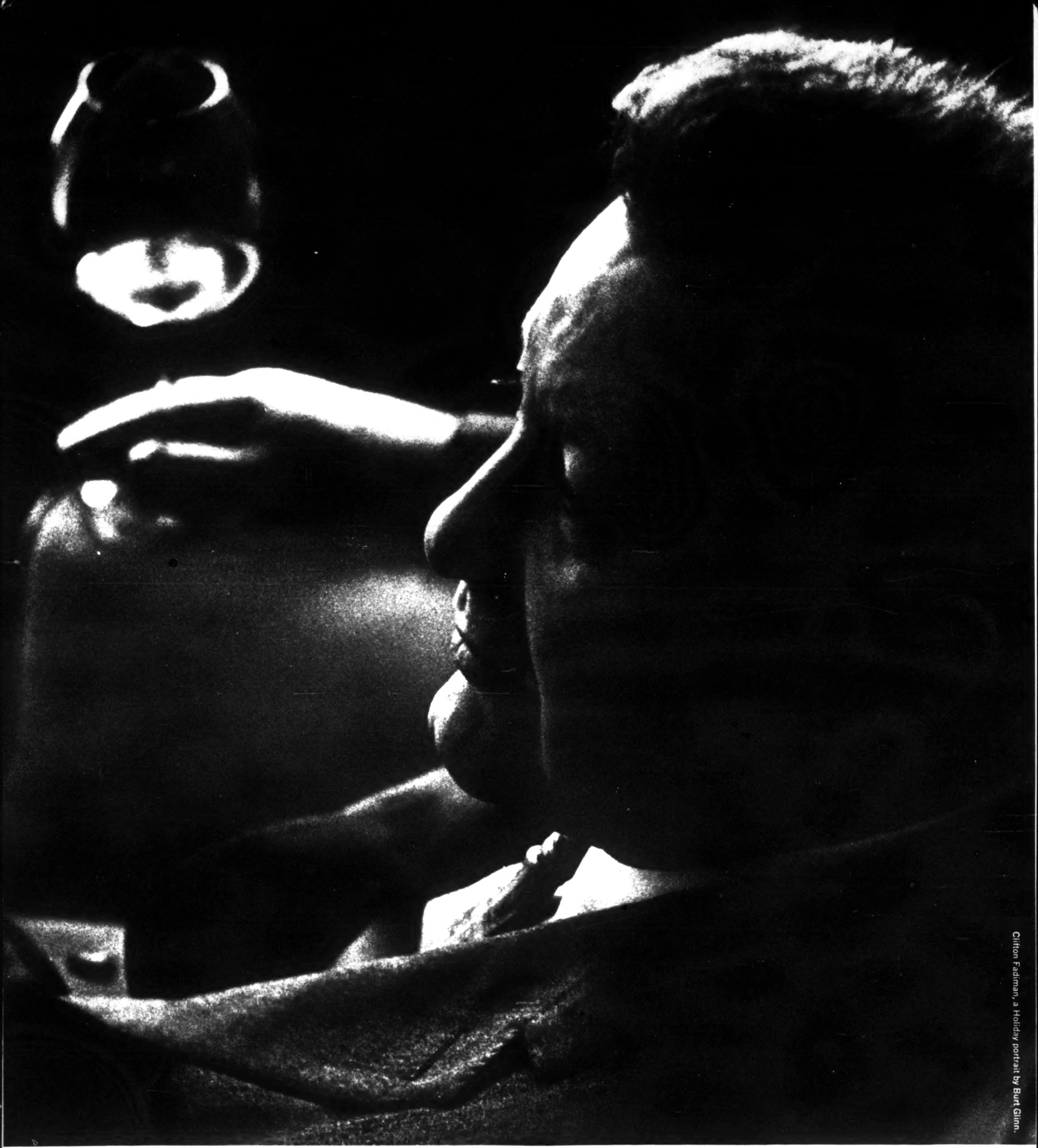
BLAIR-TV
founded 1948 – the first company formed to serve television stations exclusively

BLAIR TELEVISION ASSOCIATES
founded 1954 – a further extension of the Blair principle of specialized tv selling



2 Buy Screen Gems' 'Shannon'

Screen Gems, New York, tv film distributor, has sold its new adventure series, "Shannon," to Bunker Hill Food Products and Miles California Co. (Wade Advertising). Bunker Hill will sponsor alternate weeks in 12 southern cities, including Charlotte and Raleigh, N. C.; Charleston and Columbia, S. C.; Atlanta, Ga.; and Norfolk and Roanoke, Va. Miles will promote Alka-Seltzer and One-A-Day vitamins in its sponsorship in Los Angeles, San Francisco, Sacramento, Seattle, Spokane and Portland. "Shannon" stars George Nader as chief investigator for an insurance and bonding company in the transportation field.



Clifton Fadiman, a Holiday portrait by Burt Glinn.

A PARTY OF ONE DISCUSSES

turophilia, teenolatry, cataloguia, bibliology, Rubinsteinomania, viaticism*

One of the delights of Holiday Magazine is "Party of One," a monthly column by Clifton Fadiman. Over the years, Fadiman's 91 essays have illuminated such diverse subjects as *cheese, teen-agers, mail-order catalogues, books, musicians and travel. Writing in the June Holiday on the American housewife, Fadiman says, "I am convinced that housekeeping has nothing whatsoever to offer the intelligent woman." In the July issue he introduces guest columnist Romain Gary's discussion of the role of bad manners in international politics. Writing by Clifton Fadiman is one of the reasons why Holiday is a magazine of intellectual as well as physical beauty. It enriches the minds and senses of more than 900,000 families. And the rewards that they find in Holiday are matched by the rewards that are found by thousands of Holiday advertisers. HOLIDAY MAGAZINE

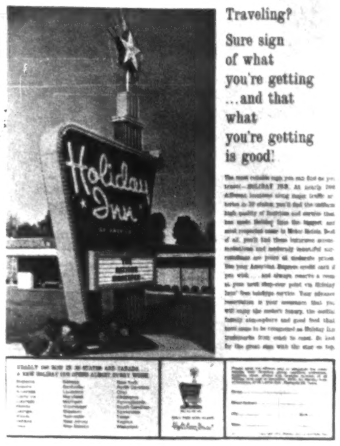
PHOTO REVIEW OF THE WEEK

Miller Gorey Andersen

EXHIBIT—*More than 800 midwestern art directors, media buyers and advertising specialists attended the opening week of McCall's exhibition which will be held throughout June in the galleries of Robert Snyder & Associates, Chicago, graphic arts and merchandising company. Discussing the exhibit, which includes more than 100 original illustrations, color transparencies and engravers' proofs, are A. Edward Miller, publisher, McCall's; Tom Gorey, Needham, Louis & Brorby; and Howard Andersen, vp in charge of the art department, Leo Burnett Co.*

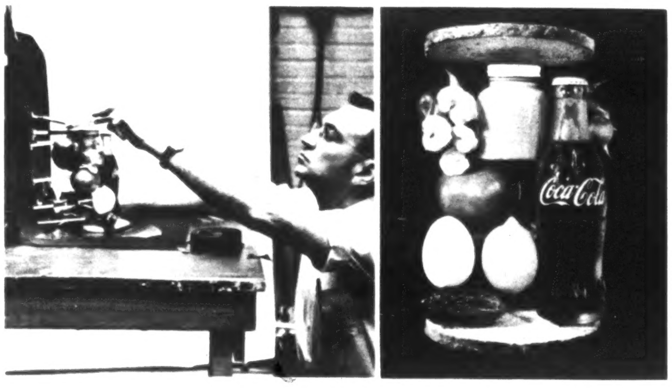
Valenstein Goldin Barton Jones

PLEASED—*Florence Goldin, new president of Advertising Women of New York, smiles broadly at the AWNY spring dinner. Flanking Mrs. Goldin are Lawrence Valenstein, chairman of Grey Advertising; Bruce Barton, chairman of BBDO; and Mrs. Evelyn Jones, business manager and time buyer of Donahue & Coe, retiring president of AWNY.*



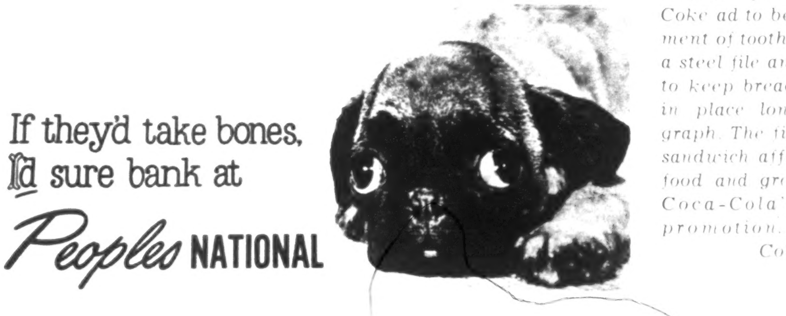
Traveling?
Sure sign
of what
you're getting
...and that
what
you're getting
is good!

INNKEEPER—*Holiday Inns of America is running this four-color page ad in magazines this summer. The ad represents the most extensive magazine campaign in the company's history and features a keyed coupon offering the latest Holiday Inns' Directory. D. P. Brother & Co., Detroit, is the agency.*



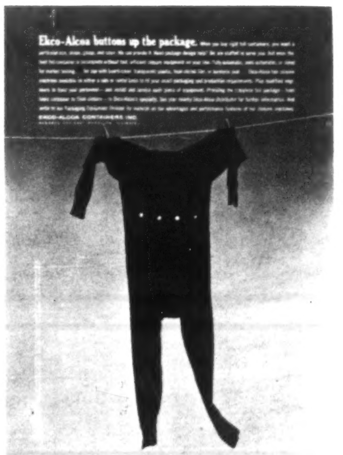
EASY DOES IT—*Atlanta free lance photographer Jerry Drown has trouble getting ingredients for Coke ad to behave. He uses assortment of toothpicks, wooden dowels, a steel file and black masking tape to keep bread, pickles and shrimp in place long enough to photograph. The finished ad, a Dagwood sandwich affair, appeared in eight food and grocery publications for Coca-Cola's "supper sandwich" promotion. McCann-Erickson is Coke's agency.*

AD AGE CUP WINNER—*George Eversman (left), J. Walter Thompson Co., Chicago, won the Advertising Age golf trophy at this year's Agate Club golf outing for having first low net. He accepts the prize from M. R. Macdonald Jr., western manager of McCall's, and president of the Agate Club.*



If they'd take bones,
I'd sure bank at
Peoples NATIONAL

WISTFUL—*This 24-sheet poster is causing comment in Bay City, Mich., for Peoples National Bank & Trust Co. It is part of an image campaign created by LesStrang Associates, Ann Arbor.*



Ekco-Alcoa buttons up the package.

EKCO-ALCOA CONTAINERS INC.

OLD AND NEW PACKAGE—*Ekco-Alcoa Containers, Wheeling, Ill., will run this ad and one other—prepared by Aubrey, Finlay, Marley & Hodgson, Chicago—in packaging publications.*

Albright Hise Delville Leo Hayes Malcolm Sasso Godfrey DeJonge

Lady Ilott Vladimir Ilott Veve

INTERNATIONAL LUNCH—*The international committee of the American Assn. of Advertising Agencies turned out in force for a New York luncheon honoring New Zealand visitors Sir John and Lady Ilott—Sir John is head of the New Zealand agency bearing his name. On hand were Paul R. Albright, J. Walter Thompson Co.; John A. Hise Jr., Compton Advertising; Norbert J. Delville, MacManus, John & Adams; Norton B. Leo, Fletcher Richards, Calkins & Holden; John D. Hayes, Erwin Wasey, Ruthrauff & Ryan; Mervyn J. Malcolm, Doyle Dane Bernbach; John Sasso, G. M. Basford Co.; Alfred DeJonge, Benton & Bowles; Kenneth Godfrey and Emila Veve of the American Assn. of Advertising Agencies; and Erwin A. Vladimir, Gotham-Vladimir Advertising.*

UP

First Quarter Average Circulations
1961 vs. 1960

McCall's . . . UP	693,476
Ladies' Home Journal . . . UP	592,579
Good Housekeeping . . . UP	433,924

Latest ABC Figures, First Quarter, 1961

ABC-Publishers' Interim Statements

McCall's	Ladies' Home Journal	Good Housekeeping
Total 6,857,677 Newsstand 1,883,232	Total 6,838,282 Newsstand 1,855,931	Total 5,074,816 Newsstand 1,080,964

McCALL'S

First Magazine For Women • First in Advertising
First in Circulation (now over 7 million)
Publishers' Estimate of May, 1961 Circulation

CIRC LATION

Merchandising Ideas

Wiener Image Up, Hot Dog!

• This country will go to the dogs next month—in style—at least if the National Hot Dog & Sausage Council has its way. The council, an activity of Tee-Pak Inc., Chicago, manufacturer of cellulose casings for the meat industry, has staged National Hot Dog Month for the past five years, with the cooperation of meat packers and related items producers. In keeping with the 1961 theme—"Put on the dog with hot dogs," the council is sponsoring a tour of the U.S. by Herr Otto Schuetz, European hotel chef and president of a German master chefs association. Herr Schuetz will demonstrate continental techniques in sausage cookery in 12 U.S. cities. On July 1, he will be honored by Danville, Ill., which each year stages a community Hot Dog Day. At the festivities he will receive a Gold Hot Dog Award and judge an annual hot dog Queen contest and hot dog eating contest.

PUT ON THE DOG!
July • National Hot Dog Month • 1961

Responding to an invitation from the council, more than 150 producers of food, beverages and related items as well as grocery chains, hotels and restaurants are planning tie-in promotions with the July Hot Dog Month. The council has mailed promotional kits to about 3,000 meat packers and 300 related items producers. In addition to a summary of all promotion plans, the kit contains details on various tie-in ideas, special events, illustrated promotional materials which are available, suggested news releases and recipes.

Ash Tray Fetes Westvaco

• West Virginia Pulp & Paper Co. has distributed to its customers a custom-designed ceramic ash tray incorporating its new trademark to commemorate a $50,000,000 expansion program at its fine papers mill in Luke, Md. Contemporary Ceramics, Chatham, N.J., developed the ash tray, which features the trademark in a geometric pattern. The bottom side of the tray carries information on the two new paper machines being installed at the Luke mill.

TRADEMARK—*West Virginia Pulp & Paper Co. used its new trademark in this ash tray given out to commemorate an expansion program.*

Twins Drive Dodge Cars

• Most members of the Minnesota Twins baseball team are driving Dodge cars today, as a result of a dealer promotion. Circle Motors in South St. Paul, headed by Barney LaMere and Ruben Anderegg, made a mass presentation of new Dodge cars to team members for use during the baseball season in cooperation with Joe Thesing, Dodge regional manager, and account executives of Batten, Barton, Durstine & Osborn, agency for the Dodge division. The autos, which include all Dodge models, will be serviced by Circle Motors.

Lamb Killebrew Martin Thesing

DODGE PRESENTATION—*Harmon Killebrew, Minnesota Twins player, is one of the team members driving Dodge cars these days, courtesy of Circle Motors, South St. Paul. Presentation to team members was made by Jim Martin, Dodge Twin Cities sales manager; Joe Thesing, regional manager; and John Lamb, Batten, Barton, Durstine & Osborn.*

Agency Leaves Phone Message

• A selected list of business executives around New York received telephone message slips recently requesting them to phone a Mr. Lewis at Plaza 3-4413, who "has an important message for you." Those who returned the call heard this: "This is a recorded message from Zlowe Advertising Agency. If your sales can benefit from fresh thinking and from ideas that generate excitement and make things happen, call Zlowe Co., PL 3-1764, ask for Mr. Lewis. Thank you."

Zlowe reports results were excellent, with more than 75% of those who received message slips making the call. Several called just to congratulate the agency on the novel technique, but indicated they were not in the market for a new agency. A number of others who responded are definite prospects, Zlowe said.

Dr. Pepper Gives Island

• A tropical island, somewhere in the sun-swept Bahamas, will be awarded the grand winner of Dr. Pepper Co.'s national Pleasure Island contest, scheduled to run for six weeks, beginning June 19. A total of 1,311 other prizes also will be offered. To enter, contestants must obtain entry cards located on each carton of Dr. Pepper and complete a 25-word-or-less sentence on why Dr. Pepper would head the list of things they would want on their pleasure island. In addition to advertising support on Dr. Pepper's regularly scheduled network radio and tv shows, the 400 franchised Dr. Pepper bottlers are being supplied with newspaper ad mats and filmed tv spots and recorded radio commercials. Dr. Pepper is tying-in with store dealers through an original Luau menu prepared in its consumer service test kitchen in Dallas. Six recipes appear on each entry blank, and material has been prepared which will allow the store dealer, food manufacturer and bottler to join in displaying and advertising the food products called for in the recipes. Palm trees, leis and other tropical island items provided bottlers will enable construction of store displays.

An added feature is a contest for store managers and owners in in which 30 prizes will be awarded in each of Dr. Pepper's six divisions and two grand winners will receive trips to the Caribbean for two people. Twelve route salesmen also will receive treasure chests containing 76 silver dollars. Product Exposure Co., Chicago, developed the contest and handled prize arrangements. Grant Advertising is Dr. Pepper's agency.

PROMOTION PACKAGE—*Kay Sutton, Dallas actress, shows some of the promotional material available to Dr. Pepper bottlers in the Pleasure Island contest. She does not go with the kit.*

Motorola Backs 'SEP' in Contest

• Motorola Inc. has begun a novel "21" contest to help acquaint its dealers with the company's new advertising schedule. The contest celebrates the 21st year of the advertising association between Motorola and *The Saturday Evening Post*. An annoucement mailed to dealers featured both the first ad Motorola placed in the *Post* and the latest, and recounts the growth of both Motorola and the magazine. With the announcement, dealers received a bingo-type card. Using any combination of numbers, the retailers were invited to work out combinations across the card totaling 21.

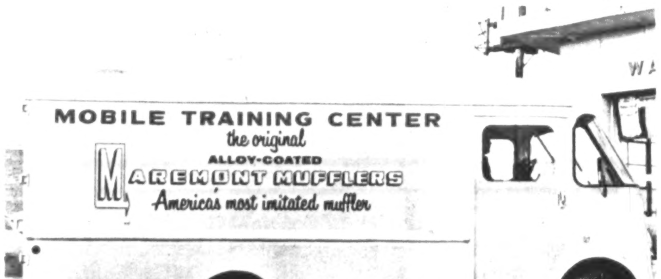
Completion of this made them eligible to estimate the number of people who would see and read the Motorola ads in the *Post*. Prizes for the closest estimates include original *Post* cartoon art, books of *Post* stories and reproductions of Norman Rockwell cover illustrations.

Agency Sends Money Plant

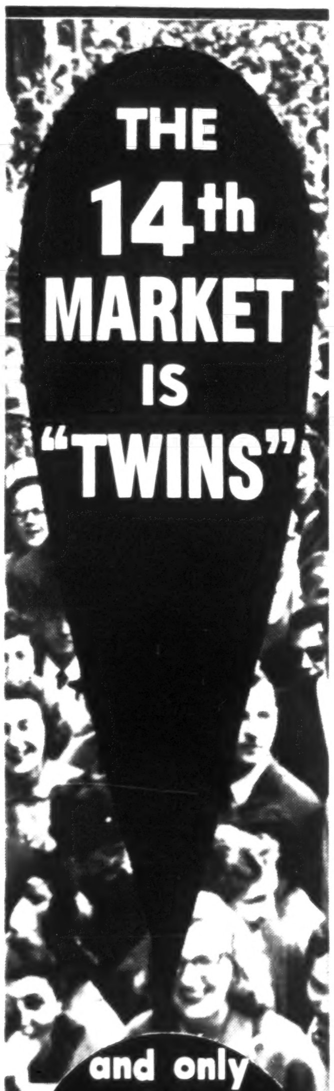
• On the inside cover of the May issue of "Ad Libs," publication which goes to clients, associates, press and prospects of Harris D. McKinney, Philadelphia, was a packet of Money Plant (lunaria) seeds: The "Ad Libs" editorial read: "Money *does* grow on plants. The next best thing to a money tree is a money plant. Here, with our compliments, are seeds to grow a couple dozen of them. Nurturing today's profit dollar into existence takes a green thumb and the fertile soil of a coordinated marketing program. We simply wish to remind you that we at Harris D. McKinney have successfully helped many companies produce more profits with seed money wisely invested in advertising and promotion." The publication regularly contains brief articles on sales, marketing, communications and the world in general.

Maremont Uses Mobile 'Clinic'

• Maremont Muffler division of Maremont Corp., Chicago, is going directly to the service station operator with a mobile "clinic" designed to help him realize greater profits from muffler sales and installations. Maremont's "salesmobile" is a specially-designed truck equipped to demonstrate muffler installation techniques, tools and sales aids. The "salesmobile," which is finished to resemble the steel used in Maremont's alloy-coated muffler, is operated by a Maremont specialist able to answer technical and merchandising questions and demonstrate installation. Its schedule is arranged by local jobbers, who book the unit into eight or 10 service stations daily, often seven days a week.



SALESMOBILE—*Maremont's mobile training "salesmobile" center is a specially-designed truck equipped to demonstrate muffler installation techniques, tools and sales aids.*



*Ramsey, Dakota and Washington Counties

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PIONEER PRESS

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DUHAMEL STATIONS
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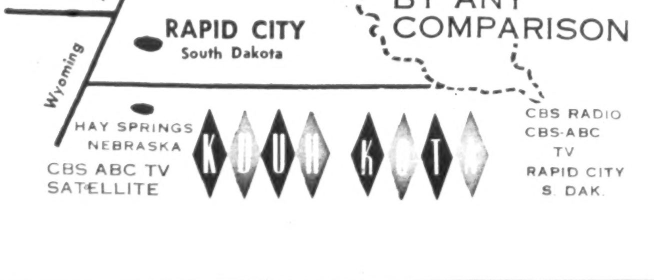
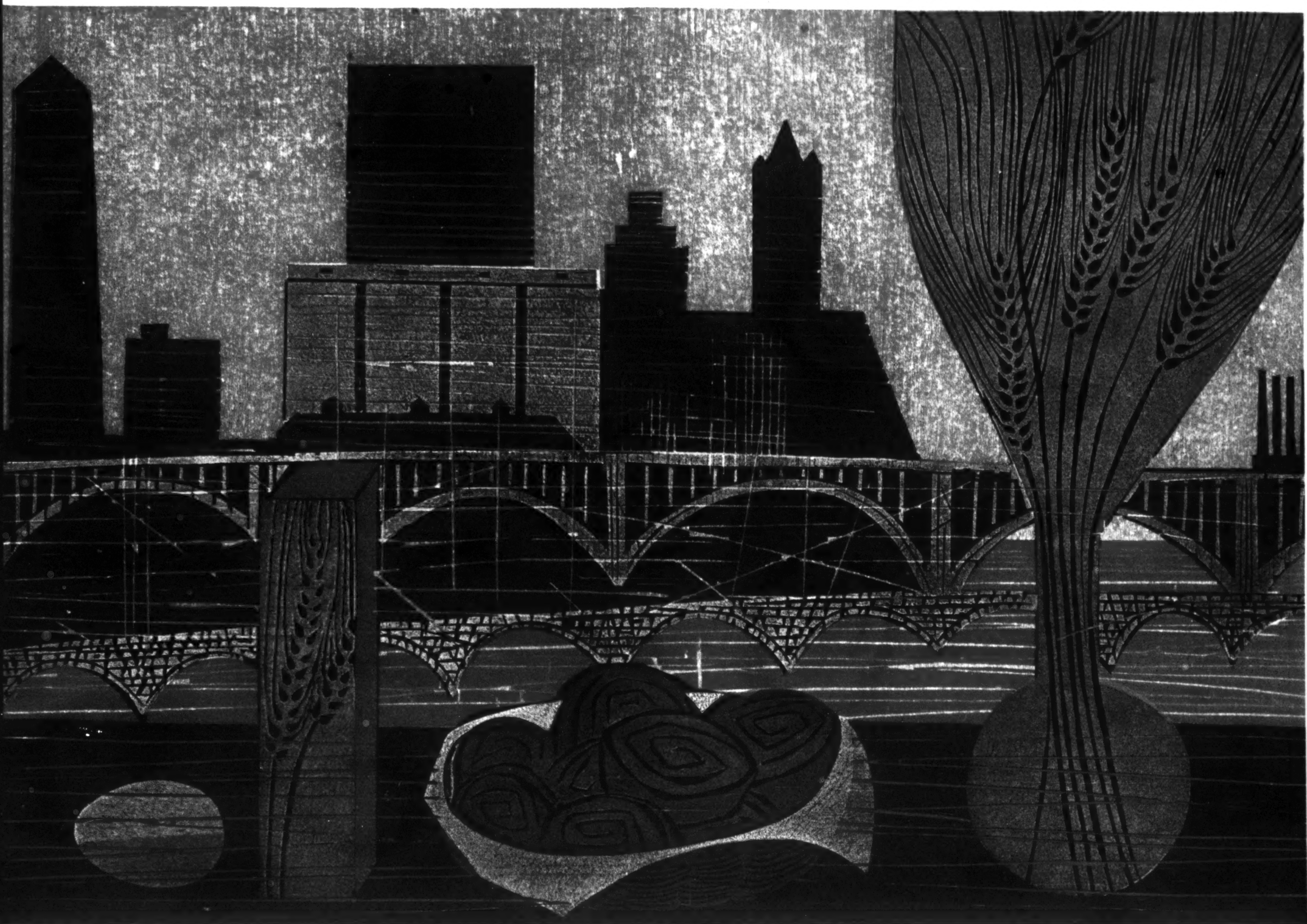
North Central Region



A lithographed reproduction of this woodcut by Minneapolis' Eugene Larkin, size 22" x 15", is available when requested on your business letterhead.



Eugene Larkin

Minneapolis-St. Paul . . . The Twin Cities

Minneapolis-St. Paul . . . sturdy guideposts for the Upper Midwest. Who's behind their surging economic currents? Companies like Minneapolis Honeywell (1,190 Business Week subscribers), Minnesota Mining & Manufacturing Company (292), General Mills (96), Pillsbury (75). In the Twin Cities . . . and everywhere in business America . . . the men who manage companies read Business Week. You advertise in Business Week when you want to influence management men.

BUSINESS WEEK

A McGraw-Hill Magazine • 330 West 42nd Street, New York 36, N. Y.

in Oakland it's the
in the Oakland Tribune it's
Oakland Tribune
OAKLAND, CALIFORNIA, SUNDAY, MAY 14, 1961
Hollywood Hills Fire Controlled
CIA Revamp, Dulles Ouster Hinted Near
County Leads Bay Economy In Expansion
TODAY'S TOP NEW EVENTS AT A GLANCE
War of Words Snarls Geneva
Oakland Tribune's
PARADE
MAY 14, 1961
AN AMERICAN

In Northern California, the big market is Metropolitan Oakland, the two-county area east of San Francisco Bay. Oakland is big in population, in personal incomes over $5000, and in many other indices of family spending power—automotive registrations, retail drug sales, chain grocery outlets, for example. In this rich and fast-growing market the home-delivered circulation of one newspaper covers 88.3 per cent of all homes weekdays and 87.4 per cent on Sundays. That one newspaper is the OAKLAND TRIBUNE. The OAKLAND TRIBUNE prints more news and features than any other newspaper in Northern California, by Media Records' official measurements, and ranks fourth in the country in this respect. Naturally, any newspaper which values complete news coverage as much as the OAKLAND TRIBUNE, distributes a syndicated Sunday magazine. The Tribune's Sunday magazine is PARADE.

In 59 of its 65 key markets PARADE is distributed by the largest (or only) Sunday newspaper. This includes 8 of the 13 big metropolitan markets—such as Washington, St. Louis and Miami—where one or more of the other syndicated Sunday magazines also is distributed. The results you get from a syndicated Sunday magazine depend on the newspapers that distribute it. Market by market, PARADE newspapers invite comparison.

PARADE — THE SUNDAY MAGAZINE SECTION OF STRONG NEWSPAPERS THROUGHOUT THE NATION REACHING 10 MILLION FAMILIES EVERY WEEK.

Advertising Age
Feature Section

Culligan Wins Over Tough Creative Man
Festivals—Real Thought Problem—McMahan
Groesbeck Sets Down Agency Success Formula
Employer's Delight—Job Applicant Spoof

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

New Way to Set Budget? . . .

Rubin Offers Formula for Determining How Much You Can Spend on Advertising to Get New Customers

Can advertising expenditures be reduced to a mathematical formula? Here's one intriguing attempt to do so, developed by merchandising consultant Edward B. Rubin. He says it has been tried, with spectacular results. The formula involves computation of the amount of your product that your average customer will buy in his lifetime, goes on to product price and manufacturing and selling costs and comes out with the amount you can afford to spend on advertising for each new customer you obtain. Mr. Rubin has been a vice-president of Spiegel Inc., Royal Metal Mfg. Co. and Popular Club Plan and was a consultant to Prentice-Hall Inc. He currently is in charge of the New York office of Sloan-Ashland, Chicago direct mail merchandising operation.

Edward B. Rubin

By Edward B. Rubin
Vice-President and New York Manager, Sloan Ashland Co., Chicago

A company in the consumer goods field had a sales volume of $500,000 in 1949. By the application of a formula herein described, this company computed how much it could afford to spend to develop a new customer. This sum turned out to be surprisingly high.

The figure was checked and rechecked, and when convinced of the soundness of the figures, the head of the company had the courage to invest the money necessary to develop as many new customers as were "gettable" within the computed limits. In five years' time, this approach built the volume from $500,000 to $35,000,000. Most important, the volume was built at a profit, and these profit levels were exactly and carefully planned in advance.

How was this achieved and does this formula apply to other businesses? First, what is meant by a "customer" must be defined.

What Is a Customer?

For our purposes, we define the customer as the end-user, the consumer—not the dealer, not the jobber, not the wholesaler nor the distributor. If the consumer doesn't buy your product, the best distribution set-up in the world will do you no good. If anything, it will do you harm. The consumer, then, is the ultimate reason for your entire business. If you sell the consumer your product, you have completed the marketing process. Your aim is to get the consumer to buy again and again, to become a continuing, repeat customer.

How much, then, is it worth to you to develop such a customer, and how can you compute it?

Formula Tells Cost of Customer

Every customer for any product or service can be thought of as purchasing a certain amount of your product over the customer's lifetime. The dollar value of this Lifetime Volume is the key concept. Let us refer to this Lifetime Volume as LTV.

If we know the average LTV of a new customer and if we know the cost of your product, the continuing selling and advertising costs, and the desired profit margin, we then have the elements of the formula.

Let LTV = Life Time Volume
Let CG = Cost of Goods
Let FSA = Future Selling and Advertising Costs
Let PO = Profit Objective
Let ANC = Allowable New Customer Cost

Then:

$$\mathrm{LTV} - (\mathrm{CG} + \mathrm{FSA} + \mathrm{PO}) = \mathrm{ANC}$$

An essential characteristic of this concept is that it is controllable. Hence, the LTV can be computed for the span of time that best fits a given circumstance. For some products perhaps a short LTV of one year is best suited. For other products or circumstances the sound decision may be a five-year LTV, and for still others seven, or ten years, or possibly (but rarely) the actual physical lifetime.

Thus, LTV means total purchases of your product(s) by an average customer over whatever length of time fits your business. In some instances it is conservative to use a lesser LTV than actually can be calculated. For instance, if your average customer buys $500 of your product in five years and $600 in ten years, it may be best to use the five-year LTV rather than the ten because the safety factor is worth more than the added profit on $100 in sales spread over five years.

How to Apply

Let us consider the case of a home permanent manufacturer, marketing a product called Curlo. Here is a hypothetical set of figures.

Selling price	**$3**
LTV	**$200**
CG (Cost of Goods over the five-year LTV)	**$40 (20%)**
FSA (Future Selling & Advertising Costs)	**$80 (40%)**
PO (Profit Objective)	**$40 (20%)**

Since LTF − (CG + FSA + PO) = ANC

Then, $200 − ($40 + $80 + $40) = $40, the amount Curlo can spend for a new customer.

Please note that this $40 figure is the amount Curlo can afford to spend *initially* to create the customer. The other advertising costs are already figured in the formula (FSA). They should be designed to increase LTV.

It is important to evaluate any promotional tool in terms of the quality of the new customer it develops. If the computed five-year LTV is $200 it is possible to find ways to develop new customers at a cost of the allowable $40 but who yield less than a $200 LTV. Remember, the $200 is a historical figure based upon past performance. But the new technique may result in a different LTV. Thus, the LTV resulting from a new technique must be measured on a test basis before going "all out."

Once the future LTV is known for a new promotional technique, then a new ANC (Allowable New Customer Cost) must be computed. (It should be noted that it doesn't take five years of future sales experience to compute a five-year LTV. Other short-cut methods are available for this purpose.)

If the new LTV is $250 instead of $200 in the example above, then the new ANC is computed as follows:

$$\mathrm{LTV} - (\mathrm{CG} + \mathrm{FSA} + \mathrm{PO}) = \mathrm{ANC}$$
$$\$250 - (\$40 + \$100 + \$50) = \$60$$

Please note that this computation maintains the FSA (Future Selling & Advertising Costs) *percentage* and likewise the PO (Profit Objective) percentage, not dollars. Similarly, if the tested LTV is $175 instead of $200, the formula gives us the following:

$$\$175 - (\$40 + \$70 + \$35) = \$30$$

Helps Pinpoint Sales Effort

In addition to its uses in determining ANC (Allowable New Customer Costs), this formula can be used creatively to better pinpoint selling efforts. It permits you to break down your activities into the following categories:

1. Getting new customers.
2. Increasing the LTV of existing customers.
3. Reviving former customers.

How to Increase LTV

How does one go about increasing LTV? There are many methods of going about this. To name just a few, additional products, changing the size of the package or the quantity merchandised as a package, improved service, advertising pinpointed to LTV increases, tie-in sales, contests designed to increase unit purchases, etc. These possibilities lead naturally to such other things as tying in premium offers that are good on the *next* purchase, premium offers such as place settings of dinnerware where one place setting obviously requires at least three more purchases, etc.

Many other combinations of elements in the formula are possible. If the ANC (Allowable New Customer Cost) is $40 and the LTV (Lifetime Volume) is $200, perhaps spending $60 will produce a $250 LTV, increasing dollar profits. This may sound similar to the Curlo example, but the emphasis is reversed. There we talked about *discovering* that a given technique increases LTV. Here we are saying that a deliberate search for more costly ANC techniques may well yield greater LTV.

Another important notion is that a method that yields one new customer at a cost of $30 may well fit the formula, but that is only one new customer. We are dealing here with mass approaches to mass problems. Hence, the formula requires us to come up with mass solutions. In other words, we must come up with techniques that produce many new customers, or the procedure has been in vain.

Formula Helps Evaluate Advertising

Still another facet to the LTV approach is that it begins to permit us to evaluate advertising programs. If we can develop 100,000 new customers at a cost of $4,000,000, which in turn produces a five-year LTV of $20,000,000, then it was a successful program (ANC $40 and LTV $200). If we spent $2,000,000 and developed 40,000 new customers, then the new customer cost was $50 as against the ANC of $40, and the desired profit objective will not be achieved. Hence, the program that produced this result was not as good as the first one, and it failed to achieve its objective.

Similarly, if our future sales and advertising expense (FSA) does not increase LTV (especially the advertising portion of FSA), then the program was not effective in increasing LTV, obviously. If increased advertising succeeded in increasing LTV within the formula, it was successful. If there is no increase in LTV and the FSA is within formula, PO (Profit Objective) will still be attained. Any increase in LTV is likewise measurable. Thus, future advertising costs can be evaluated in terms of measurable results.

The very least that future LTV analysis can accomplish is to give direction to the advertising, promotional and sales effort. If you separate new-customer-getting from increasing LTV in your thinking and planning, your advertising, promotional and selling efforts are likely to be quite different than they otherwise would have been, and probably more effective.

■ When is a customer no longer a customer? The proper answer to this question involves a statistical approach. Theoretically, we can say that a customer has ceased to be a customer when additional FSA effort is unprofitable. This can be computed. In practice, perhaps a former customer is one who has not purchased your product(s) within the past year. Whatever this controllable definition may be in your business, it is apparent that attempts to increase LTV should be different than attempts at reviving former customers.

Experience in several fields has shown that a revived customer acts similar to a new customer, except the LTV seems to be slightly less in the case of the revived customer. This, too, can be measured, a new LTV computed and a separate Revived Customer ANC developed.

Basically, however, we are talking about a concept—developing a P & L of customers—as a provocative marketing notion. If a manufacturer spends $3 to develop a new customer via a sampling program for a product that sells for $3, to think in terms of being able to afford $40 should open up many other possibilities as to techniques, markets, products and pricing. That is why the term "provocative" was used.

Believe the Figures

This whole set of concepts differs in obvious ways from more traditional points of view. The important thing is to make the studies and then to *believe the figures*. These studies are not easy to make; but when properly made, action taken can be powerful steps toward fantastic growth—at planned levels and at planned profits.

■ Here is what we mean by "believing the figures." The actual case of the company which grew to $35,000,000 is an example. First they computed the five-year LTV. It was $500. Their ANC (Allowable New Customer Cost) was 5% or $25.

This company worked from leads which then had to be sold. Methods were developed which produced leads at a cost of $5 each. And 20% of these leads became customers, resulting in a New Customer Cost of $25 which met the ANC requirements referred to in the preceding paragraph.

By going all out, this company generated 200,000 customers in the first year. At an LTV of $500, this meant foreseeable sales over a five-year period of $100,000,000. Not only that, but it was also possible to predict how these sales would flow by year. In turn, this permitted proper space, personnel, financial and other planning to be integrated with sales.

In the second year, enough additional customers were developed to replace the attrition experienced (and predicted), develop additional volume at the controlled rate, and build additional LTV for four future years. Similarly, each year additional new customers were generated within the formula.

■ The important thing to keep in mind is this: Once the formula was satisfied and methods for developing new customers within the formula were perfected and proved out through tests, then every single customer was obtained that was obtainable within the allowable cost of $25.

At the same time this process was going on, the LTV was continually being studied. When it went to $520, at 5% the company could afford to spend $26. When it dropped to $450 (a rare occurence), desired profit margins were maintained for one basic reason; namely the large margin of safety in using a five-year LTV. For this company, substantial sales were made in the sixth, seventh and future years. But this cushion was deliberately excluded from the formula as a safety margin. In other words, if the *real* LTV was $700, and five-year LTV was $500, the extra profit on the difference of $200 could accommodate a massive drop in LTV. Such a drop just doesn't happen except in case of a catastrophe such as war, great economic depression, or obsolescence of product.

Furthermore, if profits are planned for *now*, a drop in LTV will immediately show up as a drop in sales *now*. Immediate steps can then be taken to compute the projected lower LTV and immediately cut the Allowable New Customer Cost (ANC). This flexibility reduces the exposure even beyond the safety cushion. If, then, the LTV drops to $450, immediate steps are taken to reduce the ANC. The entire process is under control, and you can move with whatever shifts may occur.

■ This action is really not much different from what you might do if you were operating without the LTV concept. If your sales were dropping rapidly—or slowly, for that matter—you would certainly take a hard look at your advertising expenditures. The chief difference is that with the LTV method you know what each element amounts to and exactly how much action to take.

As you can see, there is both a cushion and a self-corrector in the LTV technique. It applies a continuous pressure to find more effective selling and promotional methods to reduce new customer costs so that more new customers can be generated at the ANC. It forces pressure to increase LTV. Finally, it focuses profitable attention on the large market existing in former customers who can often be revived.

■ Let us go back for a moment to the Curlo Co. If it were spending $3 to sample its product and its ANC was $40, this means that it could distribute every single sample possible to distribute if more than 7.5% of the recipients became customers with an LTV of $200. By believing these figures and taking maximum action possible, large increases in share of the market can be achieved on a planned profit basis.

Summary

We have attempted to demonstrate the power of the LTV concept as a means of opening new market horizons and of pinpointing advertising, promotional and sales effort to:

1. Develop new customers.
2. Increase the LTV of existing customers.
3. Reactivate former customers.

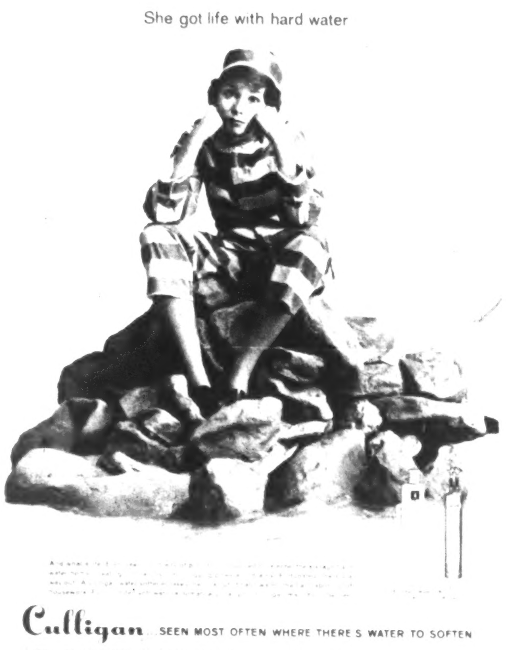
The thoughts herein contained are not universal panaceas and are not so offered. Rather, where they fit—and they fit into a great many businesses—they can make a major contribution to a "break-through" in share-of-the-market, in new market development and in the introduction of new products. At the same time, they permit the control of expenditures and profits during the process.

Caution: These concepts are not easy to apply, nor are they as readily applied to all businesses. One danger is that companies which have no historical record of their customers' purchases may think the LTV method cannot apply to them. Often, however, these are precisely the kinds of companies that have the most to gain.

Every element in the concepts is important, and skill in applying these elements is essential. Yet, a careful, studied approach to the LTV process can lead, and has led, to explosive growth at a predetermined profit. #

The Creative Man's Corner . . .

What Every Woman Knows


She got life with hard water

Culligan ... SEEN MOST OFTEN WHERE THERE'S WATER TO SOFTEN

As a writer, I have never subscribed enthusiastically to that Chinese bit about one picture being worth a thousand words. Under the right circumstances, and with the right picture, it may sometimes be true. This is such a picture.

There she sits, disconsolate, dejected, frustrated, forlorn. And every woman who has ever struggled to make suds in hard water gets the message immediately. "She got life with hard water"—and the winsome lass in convict stripes on a pile of unyielding rocks. (I do hope the photographer put a hidden cushion under there somewhere to protect the fanny.)

There are four lines of copy, and they are superb lines for the purpose. "Every year, hundreds of pounds of dissolved rock enter the average hard water home, creating curd and scum, clogging pipes and drains . . . . A Culligan water softener takes the rock out of hard water, the hard labor out of housework." That's the gist of the message.

There are small illustrations of two Culligan softeners, with succinct copy: "Culligan Fully Automatic Model. You own it." and "Culligan Soft Water Service. We own it."

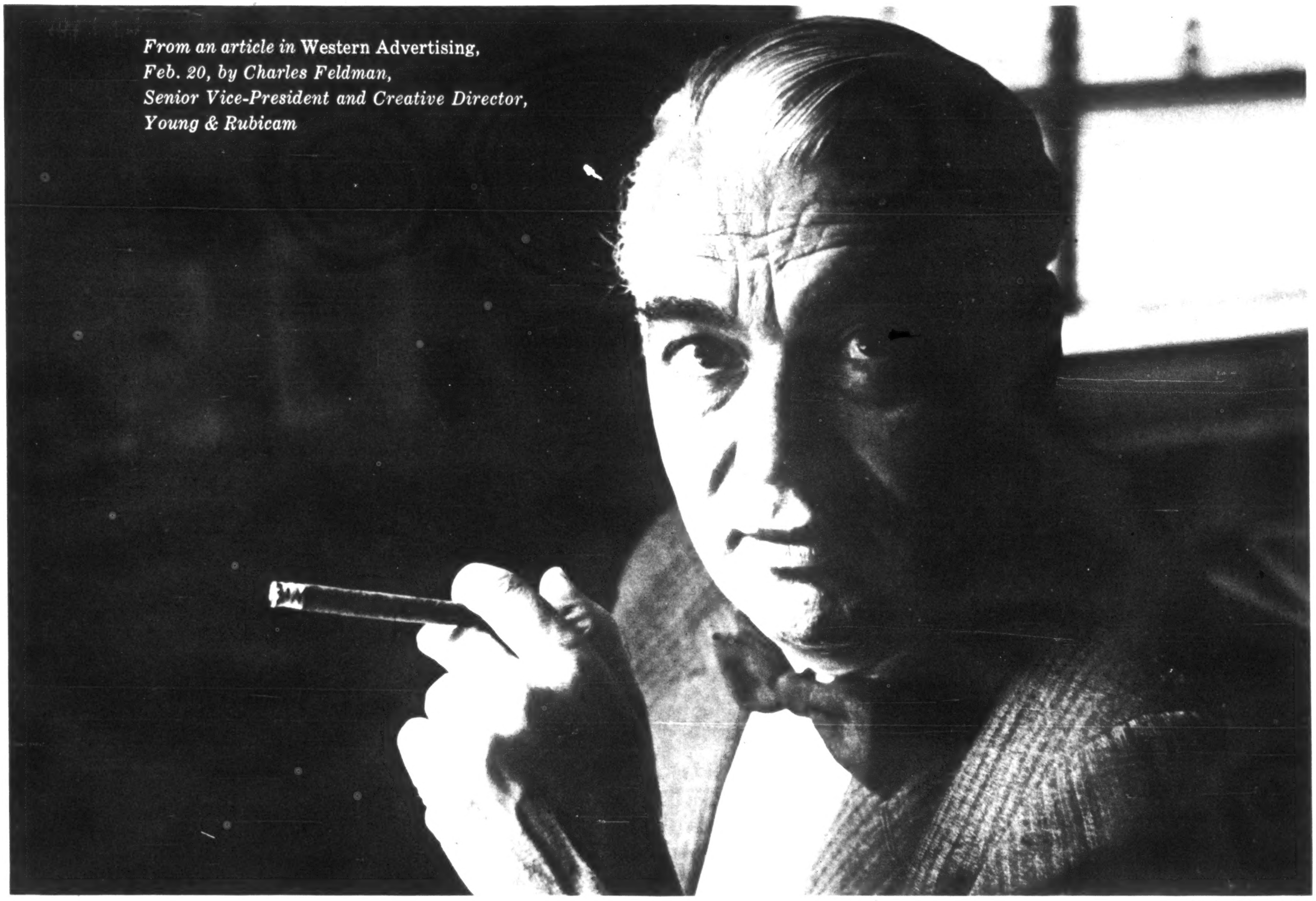
Even the slogan has sell: "Culligan . . . SEEN MOST OFTEN WHERE THERE'S WATER TO SOFTEN." It does use ellipsis dots where it should use a dash, but this sin is so common that it does not deserve quibbling.

Culligan should collect handsomely from this one. #

Exploring the Atmosphere

"In the creating of communication, there is one essential practical ingredient. That is **atmosphere.** And by this I mean the atmosphere within which the creating is done. Both the advertising agency and the client must allow creativity to flourish.

"If you have creative talent working in the proper atmosphere, and if your message can get interest and attention, and if you can get belief through truth, involvement, fairness, good taste and a sense of proportion—then you will come as close as I can tell you to communicating with the consumer."



From an article in Western Advertising,
Feb. 20, by Charles Feldman,
Senior Vice-President and Creative Director,
Young & Rubicam

PHOTO BY DUANE MICHALS

There's one other layer in the atmosphere that's equally important to the effectiveness of an ad. An ad needs healthful surroundings. In the zestful atmosphere of SPORTS ILLUSTRATED, for instance, an ad can really breathe.

By definition its subject is one that stimulates enthusiasm—a subject dear to the family that enjoys the vigor and excitement of life. And some 950,000 such families read SPORTS ILLUSTRATED every week.

They are alert and alive families—with a median household income that is more than twice the national median. They are young and active families—the median age of the household head is 42. The magazine provides the atmosphere—and they provide the reasons why advertising for any contemporary product or service should appear regularly in SPORTS ILLUSTRATED. Matter of fact, in 1960 only 4 magazines carried more pages of consumer advertising than did SI.

Sports Illustrated

McMahan on TV Commercials . . .

Festivals Are Fun—or—It Only Hurts When I Laugh

McMahan, tv commercial analyst and consultant to advertisers and agencies, this month discusses the various festivals and competitions in this field. As a judge, he has served at the Venice, American, International (Hollywood), and Chicago competitions and various regional contests.

By Harry W. McMahan

Festivals are more fun than a barrel of monkeys. Maybe I'm just looking in a mirror, but I gotta laugh. And that ain't easy, with your tail in the bung.

Harry W. McMahan

The international set-to in Venice and Cannes is the oldest and the maddest. Here a dozen judges from a dozen countries, speaking at least four languages, are caged together for five straight days looking at every flicker of a sprocket. After this, the UN would be a cinch.

Hollywood's International is the newest and the Emmiest, with white tie and tails (still in the bung). And Price, Waterhouse to tab the answers.

The American, New York, is the slickest. With more judges—80—than there are barrels to go 'round.

Houston's Ad Forum is the easiest. You're it. Dallas-Fort Worth AD's is the roughest. They use guns and steal your films if you don't vote right. (C'mon, boys, give 'em back!)

CCC, Chicago, is the choosiest. All entries must be baptized on the shores of Lake Michigan.

Judge Not, Lest Ye Be

Judges, of course, are easy to come by in this business. Everybody wants to be a critic. So it's easier to get 80 judges than it is eight good writers of tv commercials.

And I judge maybe this is what's itching me under my powdered wig just now. I wonder if we're not setting some misleading examples for the youngsters of our business. . .

Aren't we putting too much accent on the show biz of our business? Rather than the *business* of our business?

Aren't we giving too many of the awards on the decibel rating of the laughs and applause? With all too little regard as to whether it moves the merchandise?

Examples, for Example

Last year, four award winners at the various festivals also had something else in common: In each case, the agencies lost the respective accounts inside of six months.

The winner of an international grand prize, put to a research test, registered the *name of the product* with only 8% of its audience!

This year, Lucky Strike won *four* awards at the American Festival. For art and craftsmanship, fine! But has anyone noticed the sad state of Lucky's sales?

The winner of another competition, last year, stopped its tv use. He had to. The product wasn't any good . . .

And all of the festivals, I fear, are going so "arty" that hard-headed business men—the advertisers who pay the bills—may hearken no more. And they're the very ones who most need to get the story on the *where* and *how* of selling's creativity.

And about those kids: We must add a minimum of 500 new writers, art directors and producers in tv commercials the next 10 years. Can we risk setting false goals for them?

A Few Suggestions

We don't have specific answers. But we know the depth of the problem, and maybe we can plot some working areas.

And we think it's time to challenge the three leading festival directors: Wally Ross (American), Ken Snyder (Hollywood), and Peter Taylor (Venice-Cannes), to come up with better answers next year.

Here are some areas that require your thoughtful probing:

1. Separate craftsmanship awards. Then let "best" in best of category have some relationship to selling effectiveness.

2. We need special regard paid to budget factors. Ingenuity in writing and production of lower budget commercials deserves attention.

3. Cut down on the number of awards. If a category is weak, pass up a paper "winner."

4. Eliminate "preliminary" judging. Let all judges see all films (even if different sets of judges are used on different categories).

5. Don't permit agency members to vote on their own entries. Or *against* their competitors in a given category.

6. Require independent tabulation of votes.

7. Cut out the rivalries. It isn't fair for Cannes to bar Hollywood IBA winners. Sectional rivalries between New York and Hollywood should be resolved—the industry needs all three festivals.

8. Keep up the good work you've done. And good luck!

Chevy's Magic Ride

That item No. 4, above, is occasioned by three experiences this year, all bad.

Budweiser beer, America's top seller with a brilliant string of 170 "Where There's Life. . ." tv commercials (D'Arcy-MPO) as an acknowledged part of its advertising success, was ruled out by preliminary judges. "Aw, we've seen *that* before. . ."

Hamm's beer, likewise. Hamm's entry is the most ingenious use of animation over stop motion I have ever seen in a tv commercial (Campbell-Mithun-Swift-Chaplin). Yet preliminary judges killed it dead. And how it sells that six-pack!

Same thing on Chevy. Four judges kept this one out of the automobile finals (while letting 12 others through) and it happens to be one of the most vital examples of creativity our industry should see this year.

Chevy's theme, of course, is the "jet smooth ride." The function of this commercial is to point this up in a fresh way. It showed the passengers without the car (last year they had one that showed the car without the passengers!). Title: "The Magic Ride."

There are almost no words, but some very funny electronic grunts, sounds and intriguing effects. The couple get in the car—only you can't see any car, just them. They ride off in mid-air down the street, past other cars (*they're* real), through the rain (a symbolized outline of the car protects them here), around a flock of sheep. They stop (still in mid-air) for a train to pass, then breeze back to the city.

At the end, the car materializes for a moment, then fades. And they ride off into the distance—on a Chevrolet logo.

Intriguingly enough, no laboratory opticals were used for all these tricks. It was all done in the camera, with mirrors and prisms. Production was by Bernard Lemoine of Cinema et Publicite, Paris, through Arco of New York, out of Campbell-Ewald, Detroit.

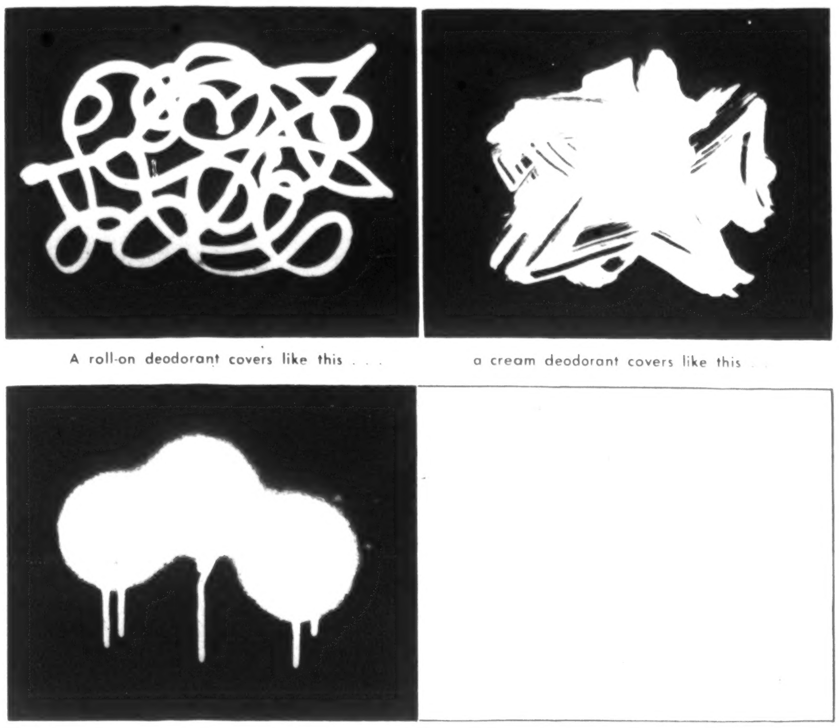
Arty? Yes. Did it sell the "smooth ride"? Yes. Did the public like it? Hell, yes. . .

Among 203 auto commercials tested between last October, car introduction time, and January 31, the average recall figure on research was about 40. The lowest were down around 11 (Detroit *does* have its problems on tv). But Chevy's "Magic Ride" banged out a whopping 68—one of the five best remembered commercials of the season.

—Yet four of Madison Avenue's biggest teevee veepees didn't even think it worth showing to the other festival judges. . .

Double Winner

Hollywood sent about half of its win-



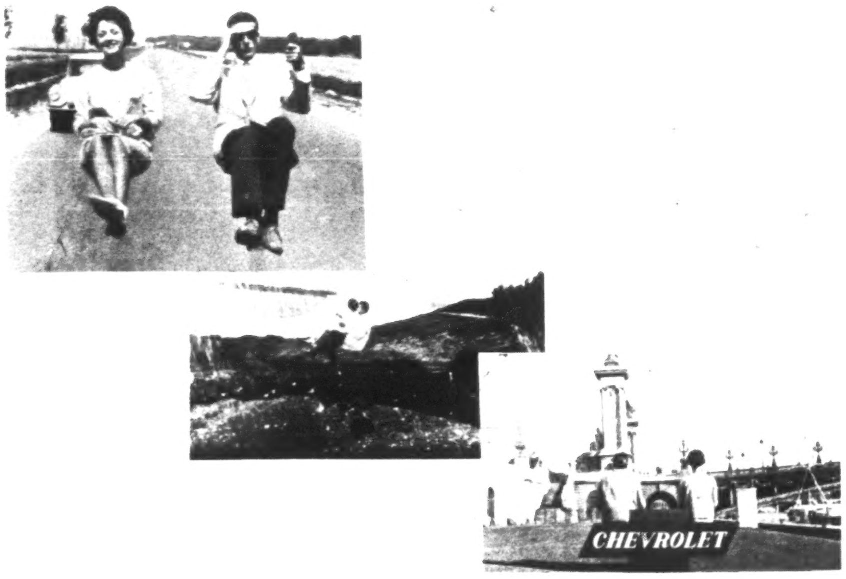
A roll-on deodorant covers like this . . .

a cream deodorant covers like this . . .

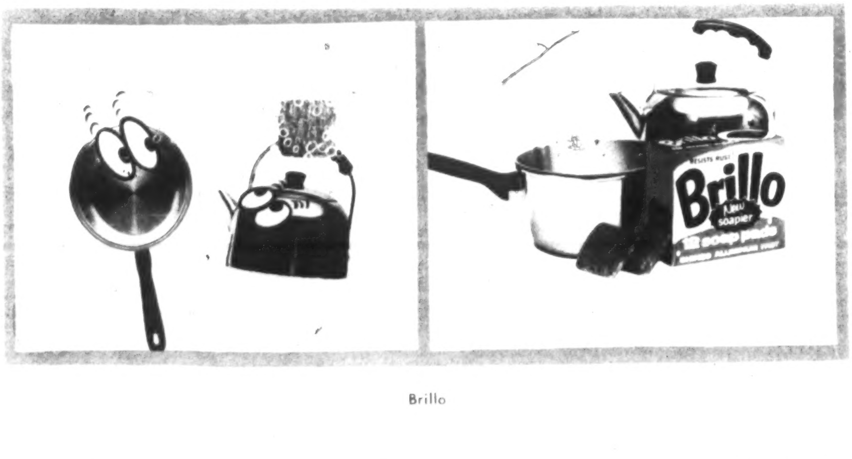
a spray deodorant covers like this . . .

but a 5-Day Deodorant Pad covers like this!

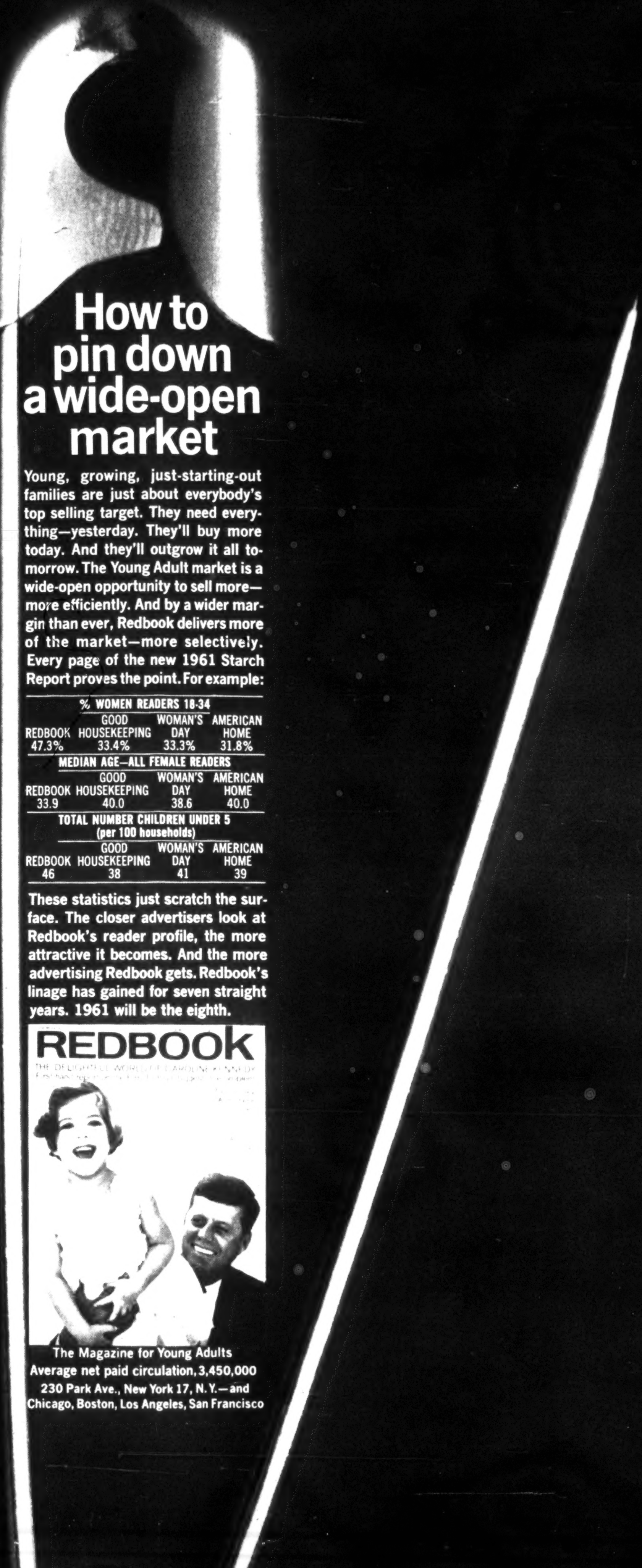
5-Day Deodorant Pads



Chevrolet



Brillo


REDBOOK
THE DELIGHTFUL WORLD OF CAROLINE KENNEDY

How to pin down a wide-open market

Young, growing, just-starting-out families are just about everybody's top selling target. They need everything—yesterday. They'll buy more today. And they'll outgrow it all tomorrow. The Young Adult market is a wide-open opportunity to sell more—more efficiently. And by a wider margin than ever, Redbook delivers more of the market—more selectively. Every page of the new 1961 Starch Report proves the point. For example:

% WOMEN READERS 18-34

REDBOOK	GOOD HOUSEKEEPING	WOMAN'S DAY	AMERICAN HOME
47.3%	33.4%	33.3%	31.8%

MEDIAN AGE—ALL FEMALE READERS

REDBOOK	GOOD HOUSEKEEPING	WOMAN'S DAY	AMERICAN HOME
33.9	40.0	38.6	40.0

TOTAL NUMBER CHILDREN UNDER 5
(per 100 households)

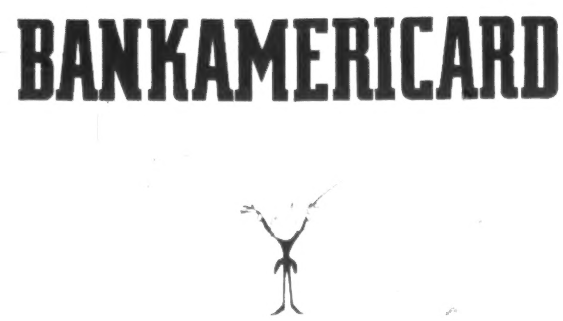
REDBOOK	GOOD HOUSEKEEPING	WOMAN'S DAY	AMERICAN HOME
46	38	41	39

These statistics just scratch the surface. The closer advertisers look at Redbook's reader profile, the more attractive it becomes. And the more advertising Redbook gets. Redbook's linage has gained for seven straight years. 1961 will be the eighth.

The Magazine for Young Adults
Average net paid circulation, 3,450,000
230 Park Ave., New York 17, N.Y.—and
Chicago, Boston, Los Angeles, San Francisco

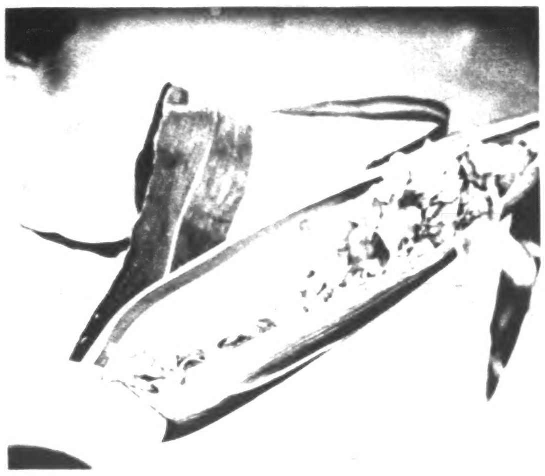
THE HOUSTON CHRONICLE
OUR CITY
Stock Rebound Cuts Off Losing Streak
Lay Off Politics

Houston Chronicle



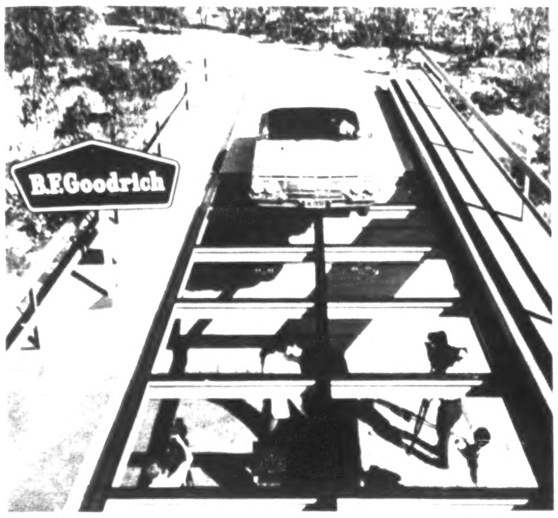
Bank of America

Coleman



Post Toasties

Halo



B F Goodrich

ners on to New York for companion awards.

Others, like the Esso "Cat" and Chun King we've mentioned before in this column. One, for Brillo soap pads, we haven't. The title: "99 Squeezes Calypso."

Here is more of Elektra's sharp styling (this New York production house had four winners in Hollywood). And J. Walter Thompson is the agency.

A mild coincidence no one may have noticed: Ken Carson was the male voice on the Brillo track. The same Ken Carson was the voice of the S.O.S. "Magic Bunny," (Brillo's biggest competitor) ten years ago.

Which goes to show you, in this commercial business, a smart guy can keep cleaning up pots . . . for a long time . . .

And a happy residual to you all.

Forthrightly Spoken

We've found an increasing emergence in recent months of the straightforward commercial, sparked with an engaging visual treatment.

Skippy peanut butter, Allstate insurance and several others have done this extremely well. Now, add 5-Day deodorant pads, a product still in test markets.

The illustrations indicate the forthrightness of the copy and the intrigue of the visual. Doyle Dane Bernbach is the agency, with Lore Lionel on writing, Len Sirowitz on art and Bruce McGuineas on production. Screen Gems (EUE) produced.

The pattern's worth study.

B&B & a Big Cigar

After the American Festival dinner, the toast was drunk with B&B. This agency ran off with six firsts, plus four other awards.

One thing we've noticed especially about Benton & Bowles' commercials in recent months: Top-notch sound tracks. They make the most of music and effects.

Good example of this—though not a festival winner—is the new Post Toasties' "Schuckkk" and the title rather suggests a key sound effect, tied to a visual of an ear of corn being shucked open. Out falls, not a roasting ear, but the crisp "fresh corn flavor" Post Toasties.

Credit Gene Schinto as the writer on this, and Lou Hanousek as the agency producer. Craven Films, N. Y., produced.

Houston Winner

Winner of that '61 Ad Forum of the Houston Adclub is a spot that could hold it's own in anybody's league—especially, with budget as a parallel consideration.

Its a circulation builder for the *Houston Chronicle* and it packs quite a little persuasion along with its entertainment.

The jingle quickly sets the copy theme "More Houston People Read the *Chronicle* . . ." and then proceeds to enumerate, point by point, the reasons. The rhymes have wit and warmth. The pictures (stock photos, mostly) are forceful and lively.

Photographic Laboratories, Houston, produced for Nahas-Blumberg, the *Chronicle's* agency.

How much did it cost? Well . . . the :60, :20 and :10 versions all three wrapped up for just under $1,500. . .

Everything's Up-to-Date

Out Kansas City way, we liked what we saw new for Coleman Co.: Two new spots with Alan Mowbray. One is a very tongue-in-cheek approach to camping equipment. Mowbray, amidst the rugged outdoors, is making a souffle. The table is set with a charming silver service, surrounding the Coleman stove. Above, the Coleman lantern. The theme: "All the comforts of home, outdoors."

The other commercial concerns the Coleman cooler and picnic jugs. But here Mowbray's sophisticated facetiousness loses the spotlight to a blonde, bosomy babe. In fact, she projects herself so far into the scene you can barely see the picnic jugs.

ERA, Hollywood, produced. Potts-Woodbury is the agency.

Westward Ho-Ho

Junketing on out to California we saw lots of good things both in San Francisco and Los Angeles.

Best of the new ones, swinging on the Golden Gate, is a new Bank of America spot. This smart user of tv, with at least two milestones already to its credit in tv commercials, has a new series equally fresh in its creative departures.

It's selling the BankAmericard as the "Family Credit Card." Just a 36-piece orchestra in the track, no words. As the maestro conducts the video's soundless choir, letters swell up from the multitudinous mouths to form words—in rhyme, no less.

"Convenient shopping—yes indeed . . . for almost anything you need . . ." Then into "SPREAAAAAADDD your payments" and other features of the service, winding up with a screen full of key words as the orchestra swells to the finish.

Johnson & Lewis is the agency, with Alan Alch the bright creative spark. Gus Jekel's rising young Film Fair, Hollywood, produced. Dominic Frontieri did the music and conducted the generous 36 instruments.

Very fresh. Sure to get the viewers to take a new and memorable look at BankAmericard.

Top Demonstration Film

Most tire commercials these days are in the past tense. But B. F. Goodrich comes up with a unique demonstration that may have a far-reaching effect on the entire field. Even the way that tires are built, in the future.

What the Akron laboratories couldn't do, Jack Denove Productions in Hollywood did: Build a steel-and-glass "highway" for photographic study of what happens in slow motion as a tire rolls along. Cameras record the action of the tread as they shoot up through 3/4" glass and it rather conclusively demonstrates the need for more rubber on the edge of the tire.

Footage was incorporated into sales films and commercials and now it appears they've set a theme for Goodrich Silvertowns in all media—and a new theory in tire construction for their competitors to ponder.

"The Glass Highway" is the title. "The Big Edge" is the theme. BBDO is the agency. Denove is the man of the hour.

This is great demonstration.

Meanwhile, Back on Mad Avenue

Back East, freshest of the new commercials is in the cosmetics & hair shampoo department—a hard field in which to make a breakthrough, any time.

Halo is the product and their new Dry Hair Formula gets the treatment. The approach is as though a professional hairdresser—French, if you please—were at work.

The camera is in closeup on the gal's face throughout. The man's hands show in Gallic gestures as he applies the shampoo. There's the slap of a palm, the snap of a finger, a deft professional posturing of the gal's head at the finish.

Voila! The accent of the voice-over is in just the right tone and synchronization with the picture.

- EUE, New York, produced for D'Arcy: John Nelson, writer; Bill Cassidy, art director; Chuck Keilus, producer.

Steve Elliot directed . . . with a fine, subtle touch. Somehow, he manages to get the gal to have a fetching, repressed

"Who's that?" "A metalworking management man."

"What does he do?" "Administration, Production, Engineering, or Purchasing."

"How do you know?" "He's reading the IRON AGE."

IRON AGE • a chilton publication • 56th & chestnut streets • philadelphia 39, pa.

smile on her face—and a naughty look in her eyes—as though the hairdresser were really telling her a French story of another kind.

Women who know hairdressers best, I've been informed, prefer this kind, two to one.

The M.R. boys would have a picnic finding out what goes on in the female mind as she watches this one. . . ⌗

BIZ QUIZ

Compiled by Lester Leber

Test your recollection and/or perception by ticking off True or False. You'll find the answers on Page 84.

1. Current controversy on tv station breaks revolves around lengthening them from 10 seconds to 30 seconds.
   ☐ True ☐ False
2. "What's My Line" is the longevity champion among network tv shows.
   ☐ True ☐ False
3. Fewer national brands are advertised on network tv than in spot tv.
   ☐ True ☐ False
4. Great Britain now has more tv sets per capita than the United States.
   ☐ True ☐ False
5. In ordering newspaper space r.o.p. means "right (side) of page."
   ☐ True ☐ False
6. The *New York Sunday News* has world's largest newspaper circulation.
   ☐ True ☐ False
7. The *Reader's Digest* reaches more homes than *This Week Magazine*.
   ☐ True ☐ False
8. In past 20 years magazine circulation has not grown as fast as our population.
   ☐ True ☐ False
9. "Roadshow" is a new magazine dedicated to hot-rod devotees.
   ☐ True ☐ False
10. More time is being spent listening to radios than ever before in our history.
    ☐ True ☐ False
11. Business publication advertisements that use humor get better readership scores than average ad in the same books.
    ☐ True ☐ False
12. General Electric Co. buys more business paper space than any other advertiser.
    ☐ True ☐ False
13. More advertising volume is placed direct than through advertising agencies.
    ☐ True ☐ False
14. Last year personal income rose to new highs in every state.
    ☐ True ☐ False
15. Between last December and April of this year living costs stayed the same.
    ☐ True ☐ False
16. Despite phenomenal growth of motels, hotels are still a bigger business.
    ☐ True ☐ False
17. Majority of boys and girls who enter high school do not graduate.
    ☐ True ☐ False
18. Women outnumber men in the United States.
    ☐ True ☐ False
19. Americans own more government savings bonds today, than at the end of World War II.
    ☐ True ☐ False
20. Europe produces more refrigerators than the United States.
    ☐ True ☐ False

Agencies Ask Us . . .

Ten Point Formula for Agency Success

By Kenneth Groesbeck
Advertising Agency Consultant

A fast-moving agency in California wants to know if I have any sure-fire formula for agency success. First I thought such a thing wasn't possible, and then, as I got to turning it over in my mind, it seemed to me that such a formula might be set down, which would really work, provided all the components were rigidly complied with, and the people concerned were as described.

Kenneth Groesbeck

Disagree with me if you want to; it won't be the first time that has happened. Anyhow, in a great many years running and advising agencies, these are the things which, I have found, worked.

(1) HONESTY. Bet you were surprised to find that at the head of the list, weren't you? Fact is, it is the single most important ingredient in the mix.

Because advertising agencies have become trusted advisors to advertisers, who put large sums of money in their hands and pray that they will be expended properly, for the advertisers' best interests. They ask for guidance in a difficult field, where many things are matters of conjecture, where results are far off, in time and in locale.

■ I am not speaking of the alliances which last only a short time, but with those agency-client relationships, which, as many of us know, may last many years. (The short-time ones soon correct themselves.) Here, in these frequent and richly productive partnerships between the advertiser and the agency, honesty on both sides is a "must"; without it, the deal is doomed almost before it starts. Surely I need not labor that point further.

(2) ABILITY. No agency lasts long, or has a chance for real success, unless it knows its business. An agency must be rich in creative ability, in marketing savvy, in knowledge of people, in economics, and in a dozen or so other things you can list as well as I can.

Fundamentally an agency is hired, and earns its gross income, because it knows more about these things than the client does, who, presumably, has plenty on his mind understanding and mastering his own business.

(3) SALESMANSHIP. That means for the agency itself, and for the clients as well. This is a peculiar and extrovert ability not all people or companies possess. You've got to understand folks, and like them. You've got to be able to put yourself in their shoes. You've got to have the arguments and the personality to make someone else believe what you say, and do what you recommend.

(4) ATTITUDE. This means clients first: Their interests before those of the agency. Of course, any agency which possesses this proper feeling toward the companies which trust it with cash money, will do credit to themselves without any further effort. But this attitude is rarer than you might think.

(5) MANAGEMENT. This, in the agency, means a lot of things. It is concerned with the personnel of the agency, with financial matters, with proper work distribution and allocation.

Management manages both money and people. It has to have horse sense. It has to look far ahead. It needs many attitudes quite foreign to, and usually beyond, the abilities of creative and imaginative advertising brains. It insists on knowing where it is going, and how, and when. And often, why.

(6) MONEY. An agency needs enough to start with, with a wide margin of error to provide for delays in payment, and unexpected early setbacks (before it is familiar with these regular phenomena), enough to establish credit, take cash discounts, and most of all, avoid lying awake nights worrying where the payroll is coming from.

■ It needs to build this working capital out of profits, and increase it steadily as the years go on and the financial jobs get bigger. It needs to invest surpluses wisely, so they earn their part in the gross income.

It needs to pay its people well, not only today, but in the far-distant future when they will need income more than they do today, and will pay smaller taxes on it. (Because they are then in a lower tax bracket, of course.)

(7) ESCAPE HATCHES. By this is meant provision against the unexpected. An agency must set up ways to survive adversity.

They must build their cyclone cellars in the sure realization that fair weather never lasts forever, and that the country in which we are living and working is particularly prone to extreme atmospheric disturbances. These safety provisions may be in the form of insurance. One need not detail them. Sufficient to say, we must have them, storing up the corn of the fat years to provide against the seven lean years so lamentably sure to come.

(8) ADJUSTABLE EXECUTIVE CAPACITY. Really this comes under management, but it is so seldom provided for that it rates a separate heading. What is meant is planning for, and coping with the time which always comes as the small agency grows, where one man's time and effort are inadequate to cope with the growing responsibilities of more and bigger business.

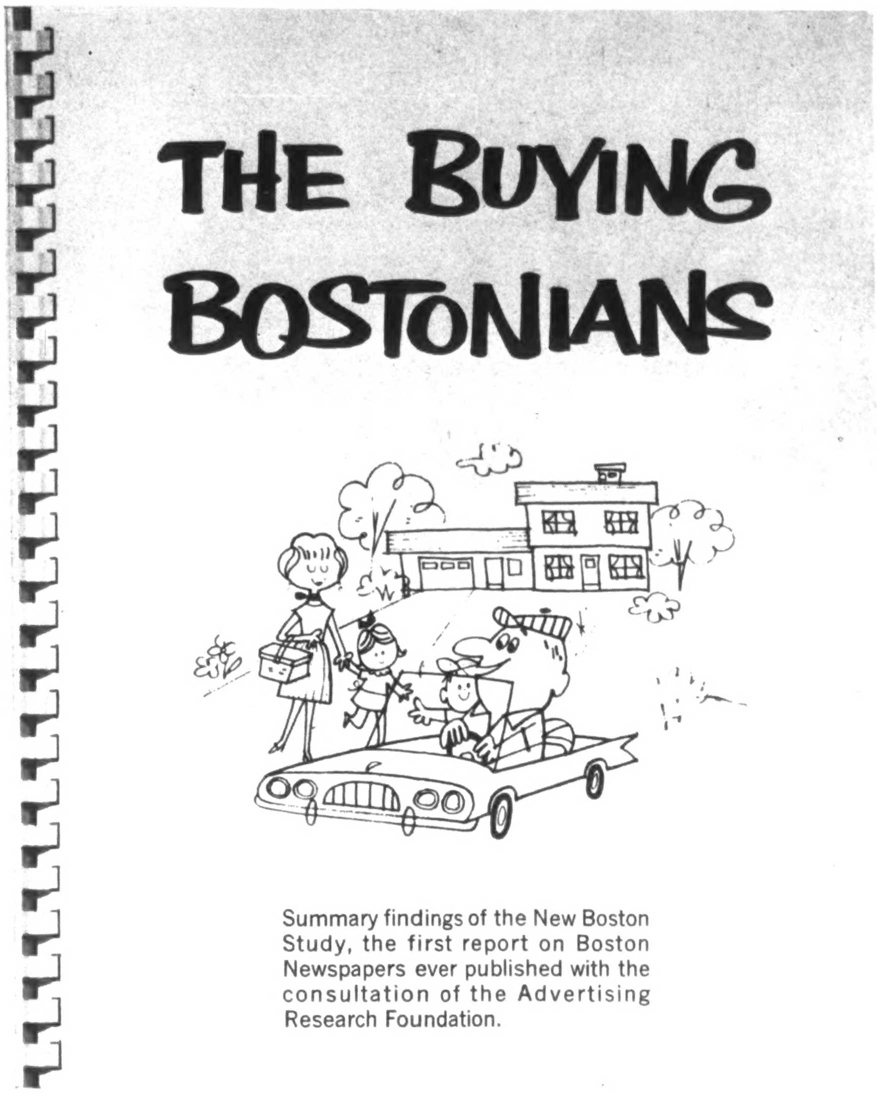
■ Most agencies are so busy working at their jobs that this contingency hits them unexpectedly, and they begin to run around wondering whether they should hire more people, merge with another agency, or provide on the shortest notice that most difficult of all commodities to find—able and experienced people.

These most important needs must be anticipated and provided for, 'way in advance. Second, and indeed third-string understudies should be in training continually. The wise manager always has a relief pitcher warming up in the bull pen.

(9) CONSTANT NEW BUSINESS ACTIVITY. Most agencies begin to scurry around for business only when their billings drop or some account needs to be replaced. Part of the formula of every successful agency is constant selling of the agency itself, by mail, by telephone, and in person. Unless you figure that account mortality is sure you are in danger. Insist on agency growth, every year if possible, or know why not.

(10) HAPPINESS. Run a happy shop that no one wants to leave, or your shop will leave you. Beat your people to the punch on all matters affecting their own welfare, particularly monetary. Especially in our sensitive, tempermental business, this is of vital importance. Injustice, exploitation, too big a break for the boss, unkept promises, actual or implied—these are the cancers that spell death to any agency.

Well, there you are, California, for



THE BUYING BOSTONIANS

Summary findings of the New Boston Study, the first report on Boston Newspapers ever published with the consultation of the Advertising Research Foundation.

READY NOW-
RESULTS OF AN UNPRECEDENTED STUDY OF NEWSPAPER AUDIENCES IN BOSTON

The most comprehensive of all Boston newspaper readership surveys has just been completed. Purpose of the study was to provide media buyers with the latest authentic and valid information on readers of all Boston newspapers. It was prompted by the fact Boston has changed dramatically in the last few years. So have newspaper reading habits in the prosperous Boston market.

All the facts are in, neatly packaged in a brochure titled "The Buying Bostonians." This brochure, with its detailed information not previously available, is ready for you now. To conduct this latest Boston survey The Globe called in Carl J. Nelson Research, Inc. And to assure highest standards of excellence the study was made in consultation with the Technical Committee of the Advertising Research Foundation.

For your copy of the brochure, "The Buying Bostonians," and a look at the complete rundown of results in the comprehensive report, "The New Boston," call your Million Market Man.

THE BOSTON GLOBE MORNING EVENING SUNDAY

A MILLION MARKET NEWSPAPER: NEW YORK · CHICAGO · DETROIT · LOS ANGELES · SAN FRANCISCO what it may be worth. I guess, like most success (in the true sense of the word), it boils down to ability, experience, and character. #

* * *

Kenneth Groesbeck's most recent books on agency procedures are available direct from their publishers. They are "Advertising Agency Success" (Harper & Bros., 49 E. 33rd St., New York, $5) and "Answers to 317 Agency Problems" (Moore Publishing Co., 48 W. 38th St., New York, $4.95).

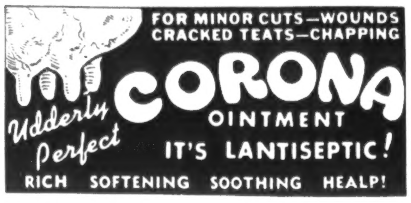
need more time to think of an answer.

NOTE AND INITIAL: Let's spread this responsibility around.

The Beautiful English Language

For sheer poetry, it's hard to beat this ad from a recent issue of *Successful Farming*.

B. Udow of Lennen & Newell, New York, spotted it. With ads like this staring our farmers in the face after a heavy dinner, how we gonna keep 'em down on the farm? #



The Peeled Eye Department . . .

Help Peel Our Eye for TV Program Parlay

By Dick Neff

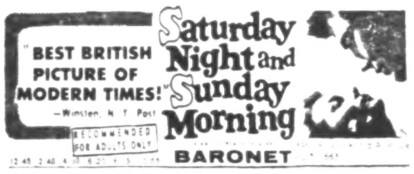
The Playful Makeup Man

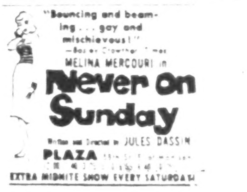
No doubt whole books could be written about the interesting juxtaposition of titles on movie theater marquees. But never until we saw the following three-horse parlay in a tv program listing did it occur to us that here was an overlooked literary field. Got any like these we could use?

Dick Neff

7:30
7—Hong Kong: France Nuyen in "Clear for Action"
9—Film: "Fuzzy Pink Nightgown"
11—The Honeymooners

Other interesting juxtapositions are to be found, of course, in the advertising for motion pictures. The movie ad makeup shown here, from the amusement page of the *New York Times*, is an interesting example.


"BEST BRITISH PICTURE OF MODERN TIMES!"
—Winsten, N. Y. Post
Saturday Night and Sunday Morning
RECOMMENDED FOR ADULTS ONLY
BARONET


"Bouncing and beaming . . . gay and mischievous!"
—Bosley Crowther, Times
MELINA MERCOURI in
Never on Sunday
Written and Directed by JULES DASSIN
PLAZA
EXTRA MIDNITE SHOW EVERY SATURDAY

Also from the makeup man's little bag of tricks are the Ronson and Chanel ads shown here, which ran facing each other in *The New York Times Magazine*.

Murray Gelman of 2 Washington Square Village, New York, is our talent scout.

"It's hard to figure," he writes, "whether Chanel got as much value out of this incredible bit of magazine makeup as Ronson lost. First, a whole lot of components melt down into one small unit. Then, on the righthand page, that unit pops to bigger-than-life size. As if the makeup man didn't have enough to work with, even Ronson's meager copy manages to swing the eye over to Chanel's logo. Gads!"

Overheard in the Conference Room:

"Have you heard about that new tv show in the Congo—'Eat the Press'?"

Ad-ecdote Dept.

We tuned in Dorothy & Dick on their morning show recently just in time to catch the tagline of a story which we're sure is true, assume is about Caroline Kennedy, and hope isn't too old to repeat: "There's something wrong with my tv set—all I can get on it is Daddy!"

Bulletin Board Baubles

Here's an interesting item that Gudrun Sawerthal posted on the bulletin board of Geyer, Morey, Madden & Ballard, Inc.:

Definitions

Business terms as quoted from the Milwaukee Transportation Club—

CHANNELS: The trail left by inter-office memos.

COORDINATOR: The guy who has a desk between two expediters.

CONSULTANT: Any ordinary guy more than 50 miles from home.

TO IMPLEMENT A PROGRAM: Hire more people and expand the office.

UNDER CONSIDERATION: Never heard of it.

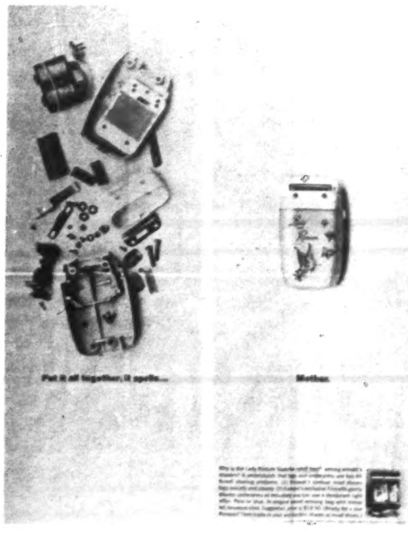
UNDER ACTIVE CONSIDERATION: We're looking in the files for it.

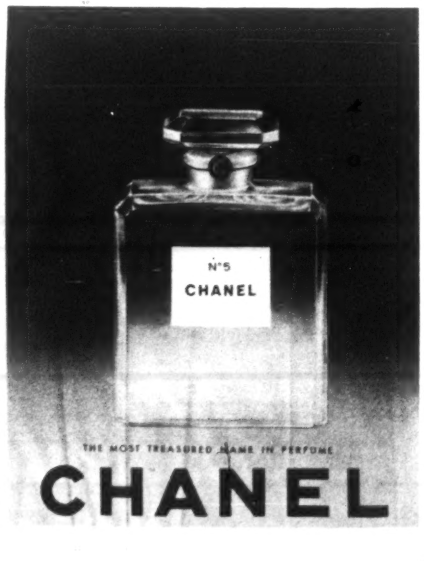
RELIABLE SOURCE: The guy you just met.

INFORMED SOURCE: The guy who told the guy you just met.

UNIMPEACHABLE SOURCE: The guy who started the rumor originally.

WE ARE MAKING A SURVEY: We





On the Merchandising Front . . .

Time to Recheck Selling to Discount Outlets?

By E. B. Weiss

Every one of our traditional mass retailers originally experienced difficulty obtaining desirable lines or brands. This was true even of the original department stores—in his early days, John Wanamaker had to go hat in hand to obtain some lines that, up until then, had been sold only through specialty stores.

E. B. Weiss

Frank Woolworth found this to be a severe problem. One of his early experiences involved going to the Dennison Mfg. Co. and pleading for its then highly popular crepe paper line. He was turned down—cold. The experience left Mr. Woolworth so bitter that not only did Dennison find it impossible to get into Woolworth stores for many years, but Woolworth even helped a struggling Dennison competitor to build a thriving business.

The first stores of the drug chains—the so-called pineboards—went through the same chain of events. So did the first food supers. And of course the early mail-order ventures had a constant struggle to get desirable lines.

When the Korvettes and the Masters and the Polks got going, they had precisely the same experiences. So did Ohrbach's—one of the pioneer low-margin operations.

Then, when the newer discount chains began spreading in the middle 1950s, they too had to battle through this same problem.

■ As a matter of fact, there are still a number of brands that the various types of discount chains cannot obtain through usual channels (although if they want these brands badly enough, they can usually obtain them through transshippers, etc.). And there are still many manufacturers who will not sell discount outlets either secondary brands, or unbranded lines, or special numbers, etc.

Interestingly, in almost every case history of the growth of a new mass outlet, a remarkably high percentage of well-established manufacturers *overstayed* their traditional outlets. In other words, an astonishing number of manufacturers have been just plain fearful of the consequences of making a line available in any manner, shape or form, to a new mass outlet, especially when that new outlet is a low-margin retailer.

This is understandable. But it is also dangerous. And right now, it is more dangerous than ever because shoppers no longer will walk even 300 feet, not to say a mile, for the vast majority of our presumably pre-sold brands.

■ However, still another factor has now entered into the deliberations that should be taking place at the top level in many (by no means all) manufacturing marketing offices regarding whether or not to sell, directly or indirectly, openly or under cover, to low-margin outlets. I refer to the fact that right now, our firmly established large traditional retailers are embarking on low-margin ventures. Thus, some manufacturers will soon be faced with a dilemma, to wit: Will they sell a Woolworth, for example, in its regular stores—but not in its new low-margin outlets? Will they sell Allied department stores in their established units—but not in their new discount units? Will they sell drug chains, variety chains, food chains, etc., in their regular units—but not in their new discount units or in the leased departments they operate in low-margin outlets?

All mass retailers are now hurrying to the discount or low-margin concept. Some are doing this merely in a few departments. Some are opening merely a few new type stores as a test. Others are committed to large-scale programs—Woolworth has publicly stated that it will operate the largest discount chain in the nation.

But the point I am making is that it is now going to be extremely difficult for most manufacturers to declaim: "We won't sell to and through a discount house"—*because some of their biggest customers will now have discount operations!*

■ And even though, in some instances, these discount subsidiaries will operate under a different name, even though in some instances the discount function will be operated separately—the connection between Woolworth, for example, and its discount chain will exist in fact, if not in theory. It will be a unique manufacturer who will inform Woolworth's discount chain that its line will be available to Woolworth stores but not Woolworth's discount chain!

In brief, the discount chain is no longer a thing apart. The discount chain today—and even more so tomorrow—is and will be practically every great traditional mass retailer, as well as the newer discount operators themselves. A Solomon could no longer decide which is which, who is who, what is what.

■ It follows that manufacturers who have refused to sell to *any* low-margin outlet under *any* circumstances may—in many instances—have reason now to re-evaluate their policy. Moreover, manufacturers who may now sell only secondary brands, or only special numbers to discount outlets—or who make their regular line available to discount outlets only under the table, as it were—may have reason to re-evaluate these policies.

Even the National Retail Merchants Assn., which only eight years ago was conducting a campaign of bitter invective calculated to slay the low-margin dragon, *now actually accepts discount chains as members!* Indeed, there are reports that the NRMA is actively *soliciting* some discount chains for membership!

If this total change of attitude can oc-

ELCO SCREWS
VOL. III 1960
THOMAS' REGISTER
Q-Z
IPC
PACKINGS
OIL SEALS
PRECISION MOLDING
VOL. II 1960
THOMAS' REGISTER
G-P
CHAIN
REX
VOL. I 1960
THOMAS' REGISTER
A-F
the best in electrical distribution and control equipment
Industrial Equipment News
IEN
Industrial Equipment News
IEN

PORTRAIT OF A BUYER PROTECTING HIS PROPERTY

Surely it is understandable that a timorous buyer wants to protect his sources. And it proves that he knows his business—because there's nothing so important to an industrial buyer as product information. In other words, sources.

Prime source for sources is Thomas Publishing Company. Every year Thomas compiles the most complete directory of product information in the world—Thomas Register. TR is a weighty tome—about 48 lbs. of buying aid that lists 75,000 different product classifications on 10,000 pages, with 13,000 advertisers.

Equally weighty, but not in pounds, is Thomas' monthly product information newspaper for buyers, Industrial Equipment News. In IEN, buyers find details, drawings, cutaways, the whole product story told tersely. Over 81,000 buyers use IEN.

No industrial sales program is complete until product information is by the buyer's hand. To reach the buyer, advertise in IEN and TR. Published by Thomas product information headquarters for the men who buy.

THOMAS

PUBLISHING COMPANY

Product Information Headquarters
461 EIGHTH AVENUE, NEW YORK 1, N. Y.
Phone: OXford 5-0500

cur in this ultra-conservative organization, representing the major department stores of the country—isn't it high time for manufacturers who have maintained closed doors, or doors only slightly ajar, with respect to low-margin outlets (including the closed-door discount chains) to reconsider their position? #

Job Interview

The following spoof, an imaginary interview with a copywriter applying for a job, appeared originally in the monthly "Cleveland Advertising Club News" and AA editors decided it was funny enough to reproduce here.

By Harry Bowley
Senior Writer, Cleveland Electric Illuminating Co.

"Good afternoon, Mr. Brown. How are you?"

"Better, thanks."

"Better? You've been ill?"

"Oh, no. No indeed."

"Then what are you better from?"

"Better from?"

"Perhaps I should say better than."

"What am I better than? Why, better than ever, of course."

"Yes, I see. Well, let's get down to specifics. What—ah—persuaded you to apply for this job?"

"Well, I was reading the help wanted ads, and I saw your wonderful free offer—"

"Free offer?"

"Yes. Free offer of an interview."

"But all job interviews are free, aren't they?"

"Yes, of course. That's what I said—free offer. So I said to myself, anybody with half an eye can see that's a more promising job."

■ "More promising than your present job, you mean?"

"No, no. I'm not working at the moment."

"Then more promising than what, Mr. Brown?"

"Why, more promising than other jobs."

"But what other jobs?"

"You know, I think we're getting a little more hairsplitting."

"More hairsplitting? More hairsplitting than wh—never mind. What are your qualifications, Mr. Brown?"

"For one thing, I'm keener. Also harder working, more conscientious, and more versatile."

"Than whom?"

"Exactly. Furthermore, I'm 22 per cent more effective than any other leading applicant."

■ "Well, now at least we have a comparison. But there aren't any other applicants, at least not so far."

"You see? That establishes my claim beyond question. Also, professional men recommend me."

"They do? What professional men?"

"Please don't ask duller questions. They make me more depressed. Just give me a straighter answer—either more negative or more positive."

"All right, I will. Mr. Brown, the advertising copywriting job is yours. Your command of the language is admirable."

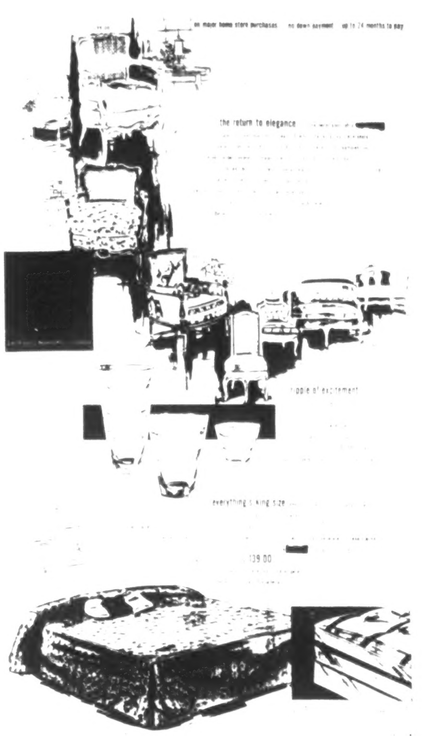
"I am indeed more grateful. I'll start tomorrow morning, brighter and earlier. Well, it's certainly been a greater pleasure."

"For me, too, Mr. Brown. See you tomorrow. Meantime, keep your chin farther up." #

Learning from the Retail Ads . . .

The Indifferent, Bloodless Ad

By Clyde Bedell


on major home store purchases
no down payment
up to 24 months to pay
the return to elegance
ripple of excitement
everything's king size
139.00

We will discuss only the top portion of this ad. It will require all of our space.

Heading for this great metropolitan store's offering of chairs and love seats from $159 to $329 is the bare phrase lobbed indifferently into the air—"the return to elegance."

In the second half of the copy, if you read that far, you learn that these fabulous reproductions of early French pieces are "offered now at regular 'in muslin' prices," although you may choose pieces upholstered in "magnificent silk damasks, velvets, satins, toiles, quilts!"* And you can even have the pieces "covered to your order" of these same beautiful fabrics, at these "in muslin" prices.

If this is true, this is important news.

NEWS is a great headline ingredient.

This ad should be less elegantly reserved. It should use a good headline instead of the noncommital, lackadaisical "return to elegance," and the bargain aspect should be featured equally with the best benefit that can be extracted from the offering.

The offer is so good the store says: "We invite your comparison with similar pieces selling at more . . . much more!"

Few department stores are making the money to which their devotion to a business of infinite detail entitles them. One reason for their lack of really respectable profits is their weak and trivial advertising—trivial in everything but cost.

There is ample space here for a competent, enthusiastic, interesting, persuasive selling job, if the ad people only knew how to do it.

I do not like to suggest a specific headline, lest readers assume that I believe my suggestion is the one best headline. Actually, if the great, well-proved "headline principles or ingredients" are used, any one of a dozen headlines might be good, and perhaps *half of them* would be very good. And usually among the good ones no one can tell beforehand which is best. But the idea that should be suggested—I think—is this: Save greatly on high fashion furniture, while you glorify your home with the new "return to elegance."

* The exclaimer was prompted, no doubt, by a single goose-pimple of excitement that interrupted the copywriter in her prosaic chore. #

BIZ QUIZ

Answers to the test on Page 80.

1. **False.** The disputed plan is to increase evening tv breaks from 30 seconds to 40.
2. **False.** "What's My Line" started in February, 1950, whereas Ed Sullivan began in June, 1948 and Perry Como in December, 1948.
3. **True.** Last year 1,458 brands used network tv and 5,566 bought national spot tv.
4. **False.** But it's close. Great Britain has 209 tv sets in use per 1,000 population and U.S. has 288. Next highest is Denmark with 130.
5. **False.** R.o.p. means run of paper . . . position being determined by publisher, usually in general news section.
6. **False.** The **London News** circulates 6,555,000 copies every Sunday which is double America's largest newspaper.
7. **True.** Nielsen study shows that the **Reader's Digest** reaches 38.1% of American homes and **This Week** goes to 26.9%.
8. **False.** Magazine circulation in the last 20 years has gone up 45% faster than the adult population . . . from less than 100,000,000 copies per issue to nearly 200,000,000.
9. **False.** Roadshow is a form of film distribution. Showmen travel from town to town and stage movie programs. Sponsored films are included.
10. **True.** If you want documentation of radio's popularity, write for 19-page brochure on spot radio to Edward Petry & Co., 3 E. 54th St., New York, N.Y.
11. **False.** A McGraw-Hill study shows that direct approach attracts 22% more readers than advertisements which employ humor. (These are averages. Some of the humor is not too sprightly.)
12. **True.** In 1960 GE led the list of business paper advertisers for the tenth consecutive year. It spent $4,599,700 in this medium.
13. **True.** U.S. Department of Commerce figures show advertising agency receipts are less than half the total expenditure for advertising.
14. **True.** Despite business slump in last half of the year, total personal income of Americans grew by 5% in 1960 over 1959. Every state showed an increase, highest being South Dakota's 28%.
15. **True.** U.S. Department of Labor's consumer price index stood at 127.5 in April and was 127.5 in December.
16. **False.** In 1960 motels passed hotels in gross volume, doing about $100,000,000 more.
17. **False.** But it's closer than you might think. Out of every 10 who enter high school, 33 drop out before earning a diploma.
18. **True.** 1960 census shows ratio of 100 women to 97 men. Alaska is manliest state with 132 males for every 100 females. Massachusetts has shortest supply of men, 93 per 100 distaffers.
19. **True.** Holdings of savings bonds exceed $43 billion which is $12 billion more than in 1945.
20. **True.** European plants already make more refrigerators than we do and will soon produce more passenger cars.

Tips for the Production Man . . .

Sanity in Paper Weight Identification

By Kenneth B. Butler

The existing Topsy-grown mess that is known as printing paper weight identification may be undergoing a modernization that is many years overdue. Any person entering the graphic arts, advertising production, or even sales administration has found that one of his most frustrating tasks has been to learn that paper basis weight for book paper is different from that of, for example, bond or ledger paper.

Each distinct type of paper has had its own archaic terminology. Thus cover papers have a different basis size, card stock goes by the "ply" method, etc. A ream (500 sheets) of 70-lb. paper 38x50 does not weigh 70 lbs. but it weighs 140 pounds, etc. Twenty-lb. bond paper simply cannot be compared to 20-lb. offset because book papers use an entirely different nomenclature.

Paper mills and merchants are now taking some strides that make sense. To begin with, prices and weights on papers are increasingly being quoted on a per-thousand sheets basis, instead of a ream basis. Many is the harried production man who has ended up with paper estimates either twice too much or half enough, because he has temporarily lost sight of the fact that a ream needs to be multiplied by two to make a thousand . . . except when the job is work and turn, in which case a ream does make a thousand.

Under the new cataloging and pricing method 25x38 book paper of 70-lb. basis is listed as 140 pounds and the price quoted is for 1,000 sheets (2 reams).

One advantage is that an estimator can determine the price of fractional thousand sheets merely by shifting the decimal point.

■ Even more importantly, there are changes apparently in the works which will place less emphasis on the old method of weight identification (50-lb., 60-lb., 70-lb., etc.) and instead quote per 1,000 square inches. This may slightly complicate a price computation, but some system such as this would certainly simplify thickness or weight identification. Thus, if I have interpreted correctly, 70-lb. paper would be designated as, roughly, .147 pounds per 1,000 square inches—80-lb. paper would be quoted as .168. We may get into fractions and decimals, but with such a method a common denominator would exist that could be applied to book paper, bond, cover, and bristol.

A conversion table would be necessary to translate a given weight and sheet size into per-thousand equivalents . . . the sort of thing every production man would display under a corner of the glass on his desk-top. #

MORE IMPORTANT EVERY DAY!

INCREASED COMPLEXITY IN CAR SERVICING OVER THE LAST FIVE YEARS HAS MADE THE CAR DEALER THE IMPORTANT MAN IN THE CAR SERVICING MARKET.

"I'm putting more space, time and money into my service department," says Martin McInerney, General Manager of Simms-Dawson, Detroit, "because the demand is there and because it's getting bigger every day."

Multiplicity is the trend of the auto industry . . . in models, designs, options and parts. In 1956 the public had a choice of 217 American car models. 1961 offers 253! Because of this multiplicity, car servicing today requires more knowledge, more training, more tools, more space, and greater inventory than ever before.

It is becoming increasingly difficult for independent garages and corner gasoline stations to cope with the situation. Car owners now more than ever, depend upon the dealer for complete and competent servicing. Only the car dealer has the knowledge, personnel, equipment, training programs and space to handle the complexity of today's service operations.

Add to this the longer warranty periods and the manufacturers' maintenance programs and you have the reason that the dealer is taking command of the car servicing market!

So whatever automotive product you manufacture or sell, the dealer is the man who is in constant touch with your ultimate customer . . . the man who is so highly influential in the sales of your products . . . the man you must reach!

And Automotive News is the car dealer's publication! More dealers subscribe to, read and prefer Automotive News than any other automotive publication!

That's why so many manufacturers already depend on Automotive News for complete coverage of the vital car dealer market. And that's why you should look to Automotive News . . . to reach and sell the man who is taking command of the complex business of car servicing.

The most influential publication in the automotive industry

REPRESENTATIVES:

DETROIT: R. L. Webber, William R. Maas, Roy Holihan, 965 E. Jefferson, Woodward 3-9520

NEW YORK: Edward Kruspak, Howard E. Bradley, 51 E. 42nd St., Murray Hill 7-6871

CHICAGO: J. Goldstein, Bill Gallagher, 360 N. Michigan Ave., State 2-6273

SAN FRANCISCO: Jules E. Thompson, 681 Market St., Douglas 2-8547

LOS ANGELES: Robert E. Clark, 6000 Sunset Blvd., Hollywood 3-4111

★ ★ The Newspaper of the Industry ★ ★

Automotive News

ENGINEERING MANUFACTURING MERCHANDISING SERVICING

35th Year—No.

$9 Per Year, 35c Per Copy

Survey Finds Sales and Profits Improved . . .

Top Cars

Cheers Dealers

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

One Reader Takes Issue with Bedell on Store Ad; Another Defends Him from Critic

To the Editor: Regarding the [Clyde Bedell] shocker labeled, "Damning Advertising with Illustrations" in the June 5 issue:

It's silly but acceptable for a man to think his way of life is the only way, but when his opinion is published—presumably reflecting a large magazine's view—the whole issue gets down to brassier tacks than you might have imagined.

For one thing, the Bedell comments are snidely unfair in that they sail into an attack that cannot be answered without committing the writer's membership in that "special audience." Because there's open season on this "type" all year 'round, it's assumed that whatever you say must evoke assent. It's like attacking prostitution so that anyone you care to call a prostitute is automatically damned—and, in my opinion, such journalism is on the yellow side.

For another, the department store in question has a perfect right to appeal to whatever type of reader it wishes. It happens that this "special audience" buys one hell of a lot of merchandise—particularly men's wear. But this defense assumes that they were publishing an "esoteric message" and I'm not at all sure they are.

Strangely enough, most male fashions, when they come out, are considered by real men like Clyde Bedell as "swishy." And such authorities declare they'd never be seen dead in the stuff. But soon it catches on and the average guy buys and pretty soon the swishes are indistinguishable from the Bedells—who are wholly disconcerted because this makes it real hard to be an authority.

He's definitely wrong when he thinks "many men will be repelled by it." I know a whole mass of guys with wives and mistresses and big families by both who see such an ad and *want* to look like that—and would be delighted for five minutes alone with Bedell in a boxing ring.

To sum up, the comments were not an attack on a certain department store (with perhaps a remote hope everyone in the department would get shook if not fired) but on the garment industry and on all males who "don't look quite right" to the highly vocal Bedells. In my opinion, ADVERTISING AGE has—by printing this irresponsible little drip of comment—contributed mightily to the cause of conformity.

You've sort of cracked a whip. Here's one "suspicious" character who's not jumping.

Bill Jennings,
Los Angeles.

•

To the Editor: When she says: Everybody in *her* business knows "Jezebel" is a registered trademark, hasn't Jane B. Roggers fallen into another of Clyde Bedell's bigger and better traps with her comments on the Jezebel ad (AA, May 29).

Surely, the Jezebel ad was addressed to some stores' prospects . . . not some stores' buyers. Surely, if this be a trademark, it should be so plainly pointed out that a prospect can know it for a tradename. Can know, also, that this potentially distasteful word (to a mass of prospects) is from the manufacturer, and not from the store.

Miss Roggers is partly right in saying *most* women know the real Jezebel's history. Know that it is synonymous with sin. Not merely playful sin as the tone of her letter seems to imply.

Wonder why a manufacturer chose to saddle a product and his retailers with a name like this? Wasn't pre-choosing his audience, was he, by any chance?

Certainly, a name with pleasanter overtones to what must be a materially larger group of prospects might conceivably produce greater volume. Wonder how the more pleasantly playful name "Little Godiva" used by another foundation manufacturer is doing. Wonder, too, who can learn most from the retail ads. Bedell? He does, doesn't he? Every week. Or Roggers? And what is it Miss Roggers wants Bedell to learn from women? She didn't seem to say. If it is that women respond to sex appeals, he knows that. It is finely covered in all his books. People, though, not merely women.

C. D. MacArthy,
Advertising Manager, McMahan Furniture Stores, Fresno, Cal.

• • •

Meanwhile, Across the Hall . . .

To the Editor: May I use a few lines of your type to bind up the wounds inflicted upon us by—of all culprits!—our own sister publication, *McCall's*?

In its June 5 ad in ADVERTISING AGE, *McCall's* added up the major magazines with first quarter revenue gains. They found only six. But a glance across the corporate hallway would have revealed a seventh:

Redbook is the one other publication with more than 3,000,000 circulation that registered a revenue gain. Its increase of $476,994 places it far ahead of *Good Housekeeping*, which was listed in sixth position with a net gain of $598.

We at *Redbook* are taking this calmly. No intra-corporate proxy fight; no barbed wire in the reception room. But our *McCall's* relatives, sentimental siblings that they are, would do anything to rectify this corporate gaff. Perhaps it would relieve their anxiety if you found space to print this correction. For their sakes, poor fellows, I hope so.

Charles S. Thorn,
Publisher, *Redbook*, New York.

• • •

Ad Shows Human Humans

To the Editor: Didn't believe it would ever happen but, at last, an advertisement showing a group of people who appear as *humans* instead of the usual asinine Pollyannas forcing a "cheesy" grin.

Bus, Plane, or Train?
UNITED AIRCRAFT CORPORATION
SIKORSKY AIRCRAFT DIVISION

Allan Boz,
MacIntyre-Simpson & Woods, Chicago.

• • •

'Product Engineering' Showed Confidence in Mercury Shot

To the Editor: I noted with interest your story on advertising hitches on the Mercury project (AA, May 15). And I wondered if you were aware that *Product Engineering* published its cover and story the same week that Astronaut Shepard took off for space? In the last paragraph on Page 17, our editors were confident of the shot—and the future.

While writing, I would like to tell you how much I enjoy the lead story in each issue of your feature section. I certainly thought C. H. Sandage's thesis was very timely and helpful. It is time that we refocused the facts of advertising, and I am sure that help from men like Prof. Sandage will take us a long way toward this goal.

Parm F. Pritchard,
Market Development Manager, *Product Engineering*, New York.

Product Engineering's May 1 issue cover showed a Project Mercury capsule in flight, bearing an astronaut. PE's editors say, "The slow but steady pace should guarantee a safe and accurate man-in-space shot . . ."

• • •

Roosevelt Raceway Ad Inspires Dillinger Tribute

To the Editor: I find myself immensely moved by the attached ad for Roosevelt Raceway.

"You'll hear about him all your life, son..."
Roosevelt Raceway

As a matter of fact, I intend to go home tonight, take my young son to me, and will address him as follows:

"You'll Hear
About Him
All Your Life,
Son . . .

"He's the one-of-a-kind champion you find in every sport—like Babe Ruth, Joe Louis, Bobby Jones, or Man o' War. Though I couldn't take you along to see him, you'll talk about the things John Dillinger did just as you do about The Babe and his 60 homers. Dillinger's outstanding record as Public Enemy #1 is that kind of record. He was the only man to stay up on top for so long. It took the G-men to get him, and they shot him down in Chicago as he came out of the movies. He's—well, there's never been another like him, son. But that was his last time around. He retired after that. But I want you to know, son, that I was alive then and I followed the story in the papers. Some day, when the talk gets around to champions who made history, you'll boast that your Dad was alive, right here in New York, on the day they got John Dillinger in Chicago."

Hy Schneider,
New York.

• • •

Half-a-Cigaret Idea Is At Least 15 Years Old

To the Editor: Some 15 years ago, I was in charge of "Col. Stoopnagle's Quixie-Doodle Show"—network radio program for Mennen. To publicize and promote the program, we sent out a gag sheet to radio editors each week, headed the "Stoop-of-the-Week," containing material which pulled a load of clippings for the show.

We attached some object to each sheet. One week, we attached a half-size cigaret (with adhesive tape) and advised, "You'll only smoke half a cigaret while reading this Stoopefying stuff, so here's a short short cigaret called a Pall."

The day after the release was mailed, the phone calls started coming in frantically. George Washington Hill's office called to say that he'd sue for $1,000,000 if we used that gag on the air. Then his advertising department phoned with the same admonition. A call from his advertising agency followed. In all, there were at least a half dozen excited calls from Mr. Hill's associates, and probably more. I explained that we hadn't intended to use the gag on the air, nor to offend anyone in any way. But we were warned repeatedly that a battery of recording machines would be copying the show to make certain that "Pall" would not be mentioned on the air.

All this delighted Stoop who said that it affirmed his famous contention that "People have more fun than anybody."

And on May 20, 1961, I pick up the *New York Times* and find a news story about Hoagy Carmichael patenting a special pack to hold 40 half-size cigarets! I doubt whether they'll be called "Palls."

Samm Sinclair Baker,
Donahue & Coe, New York.

• • •

Groesbeck's Comments on Communism Are Apt Reminder

To the Editor: We all need to be reminded more often and gain more knowledge of the Communist problem. Kenneth Groesbeck's article, "Selling Freedom Is a Marketing Job" (ADVERTISING AGE, May 15) is one type of reminder we certainly could use more of . . . especially through mass media.

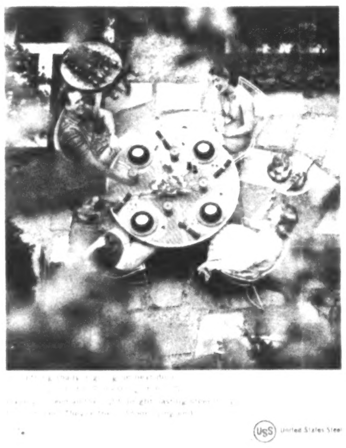
I would like permission to reproduce Mr. Groesbeck's article, or portions of it, in our company publication . . .

T. M. Dangerfield,
"Oilmaster News & Views," Fluid Packed Pump Co., Los Nietos, Cal.

• • •

Shady Steel Ad Is Too Obscure for Him

To the Editor: I am pained to have to write you about the enclosed ad torn from a recent issue of *The Saturday Evening Post* because, as an employe of a steel company, I hate to see any steel firm—even a competitor—wasting its money on such hapless advertising as this. I'll bet the auditor squirmed when he paid the bill for this page of space.



The ad begins by saying, "Something shady is going on next door." But the people in the picture are laughing their fool heads off! Now I ask you, with something disreputable happening right underneath their noses, shouldn't they be a little worried?

Oh, well, maybe their mirth has nothing to do with what's going on next to them. Could be that one of the group just told a joke. But that couldn't be, for they're all laughing and even in the best com-

WESTERN HORSEMAN
THE EYE FOR A BILLION DOLLAR MARKET; INSIDE FACTS ON THE WESTERN HORSEMAN READERS.
Send for a Copy Today.
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

What'll It Be?
One Postal Card Mailing Or . . .
3 Full-Page Newspaper Color Ads?

THE COST IS THE SAME IN FORT WAYNE, IND.

Based on the 140,378 circulation (ABC 12-31-60) of Fort Wayne's News-Sentinel and Journal-Gazette, a single postal card mailing would cost $4,211.34 plus production charges. The same budget would buy 3 full-page spot color ads in each newspaper for a national advertiser.

For impact, readership and sheer sales power . . . which would you rather have?

NEW GOLDEN ZONE MARKET BOOK COMING SOON

- 15 Indiana and Ohio counties
- 611,300 population
- 189,620 households
- $1,256,143,000 C.S.I.

Source SRDS (5-61)

COMPLETELY COVERED BY 2 GREAT NEWSPAPERS

The News-Sentinel and The Journal-Gazette offer complete, effective, low-cost daily and Sunday coverage of the entire market:

	DAILY	SUN.
City Zone	100%	79.5%
Metro Area	100%	71 %
R T Z		
10 Counties over	50%	40 %
5 Counties over	20%	20 %

INDIANA'S GOLDEN ZONE

FORT WAYNE NEWSPAPERS, INC., Agent
The News-Sentinel • THE JOURNAL-GAZETTE
Represented by Allen-Klapp Co.—New York—Chicago—Detroit—San Francisco

pany no one laughs at his own stories.

So what else does the ad have to say. I quote, "Something colorful. Something stylish. Something *steel.*" If this is supposed to connect up with the "shady" deal I'll have to admit my dumbness. I don't get it.

Then the ad says, "Have you seen all the light, bright, lasting steel things for summer?" The answer is, nope.

Finally, and mercifully, the ad concludes with these words, "They're the outdoor living end."

Honestly, now, how inept can advertising get? Is it any wonder that the man who has to work for his dollar thinks advertising is a nutty business when otherwise sound, conservative companies allow their money to be thrown away like this?

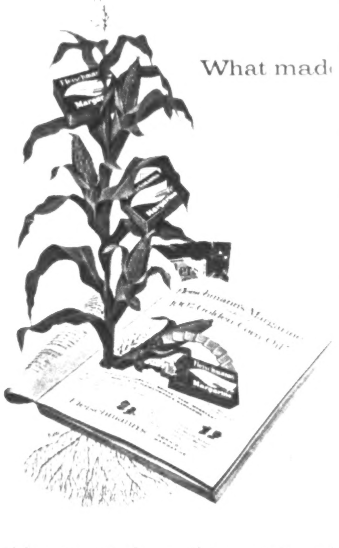
Come to think of it, maybe that's why the people in the ad are laughing—and I can't say that I blame them. Except that advertising is supposed to be a serious business.

Walter K. Creal,
La Grange Park, Ill.

• • •

An A-Maizing Corn Stalk

To the Editor: Re: The *Reader's Digest* ad. Could you advise me where hybrid corn seed is available to produce three ears of corn per stalk? The best we can generally do in Illinois is one. Several of the hybrid companies are researching the multiple-ear varieties but have not yet succeeded to the extent shown in this ad.



F. J. Foersterling,
Chicago.

• • •

Charlie, M' Boy, You Need to Slow Down

To the Editor: Can you explain the current vogue for the name Charles in commercials? It seems that the "friendly approach" has moved several advertisers to use this name in both radio and tv commercials, causing some confusion.

The ubiquitous "Charlie" is heard raving about a Parker ballpoint pen while at a ball game. Within five minutes, Martyn Green is talking to "Charles" as they wing over the Atlantic aboard a BOAC jet. Five minutes later silent "Charlie" is having his dinner at home under the patronizing scrutiny of a shrewish sounding wife who finds the L&M jingle romantic. These three on a morning show on WNEW.

Later the same day we hear a biography of good old Charlie who is a Salem smoker (he must keep this a well-guarded secret from the aforementioned wife who is obviously an L&M fan). This was on a WNEW afternoon show. The biography, however, is incomplete because it doesn't mention his conducting boating classes for youngsters (and Alcoa, which shows him doing same on ABC-TV evening show).

This is admittedly nothing over which to beat one's wife, but it does arouse some curiosity, especially since I identify him with Wildroot Cream Oil.

William Shapland,
Advertising Production Manager, Roche Laboratories, Nutley, N.J.

• • •

AAMW Brings Ad Students to Companies Interested in Them

To the Editor: Your recent editorial entitled "Do We Need Ad Recruits?" [AA, May 15] caused a good deal of consternation among the members of the Assn. of Advertising Men and Women, who have been moving, vigorously, in one of the directions you outlined, for the past 11 years.

One of our major projects, since 1950, has been "Inside Advertising Week," which goes a step beyond going after the students on the campuses—this "week" brings the top students in advertising to New York, to the companies interested in meeting them.

Outfits such as Bristol-Myers, Esso Standard Oil and McCann-Erickson have opened their doors to these students and shown them the workings of our industry, in a fashion both instructive and enticing. And many of these talented youngsters have gone back to finish out their senior year with the knowledge that a specific job awaited them after graduation.

True, this may be just one "candle in the darkness," but AAMW, and the many participating companies, believe it's a good start toward our goal of bringing the best young minds into advertising. So, we earnestly request that, as you promised, you will take our "wails about manpower a little more seriously." Some effort is being made.

Lynn Feldman,
Enterprise Advertisers' Service, New York.

• • •

TV's Educational Role Will Affect America's Future Status

To the Editor: I, for one, am certainly glad that Mr. Minow said what he did before the NAB. It needed saying.

Much television programming *is* poor. In my opinion some of it is an insult to intelligence and to good taste.

How Americans spend their free time—what they read and see and hear makes the great difference in their knowledge and in their total outlook. With the citizen in command in our country, we can hardly overestimate the importance of his knowledge and his right judgment. Television should strengthen this knowledge.

Wisdom, strength and character will chiefly determine where we, as a nation, are in 15 to 20 years. Whether we will be leading the free world or ourselves be in the lion's den—this future is being determined at this time.

Thus, how Americans spend their free time now—what they see and hear—will determine how freedom makes out in the future. Television has a great role to play in this endeavor . . . it should move out boldly to meet this future.

Lee D. Carlson,
Buchen Advertising, Chicago.

• • •

Van Dien's Letter Praised as Best Advertising Defense

To the Editor: Wayne R. Van Dien's letter, printed in the May 22 issue of Advertising Age, is the best defense of advertising I have seen yet. The communists of America have succeeded in making the public believe there is something immoral in buying or producing something and selling it at a profit.

In attacking the advertising profession they are attempting to sell the American people the idea that if everybody will accept less in this life, everybody will have more.

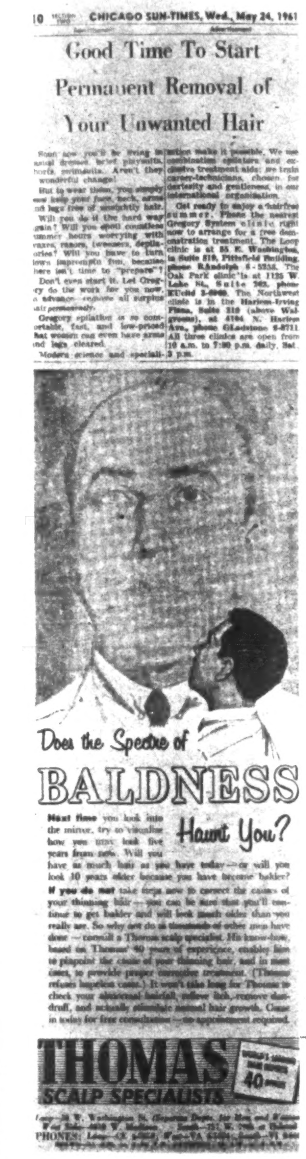
I cannot believe that the majority of our population is sufficiently dumb enough to believe this.

Carl Gross,
Los Angeles.

• • •

Did One of These Two Advertisers Get Scalped?

To the Editor: Please read these two headlines. Is this what they call "planned obsolescence?" Or is it just a whimsical makeup man trying to give his readers a chuckle or two? I'll bet the two ad managers didn't laugh much, though. For, look it or not, these are two separate ads—and another example of "Confusing Makeup at Its Ulcer-Producing Best."



10 CHICAGO SUN-TIMES, Wed., May 24, 1961

Good Time To Start Permanent Removal of Your Unwanted Hair

Does the Spectre of BALDNESS Haunt You?

Next time you look into the mirror, try to visualize how you may look five years from now. Will you have as much hair as you have today—or will you look 10 years older because you have become balder?

THOMAS SCALP SPECIALISTS

Larry Roth,
Account Supervisor, Marsteller, Rickard, Gebhardt & Reed, Chicago.

• • •

Non-Smoker Gets His Kicks From Cigaret Advertising

To the Editor: As one who is smoking less (I quit 10 years ago) and enjoying life more, I am frequently amused by the gobbledy-gook of the cigaret ads. Both Chesterfield and Salem are "air softened." Kent claims you "feel better with the taste of Kent." Oasis' tobacco is "soothed for the softest taste of all." And so on.

Now, Leo Burnett, who did such a great job for Marlboro, puts the unbelievable into cigaret advertising with the poor, meaningless pun: "Who put the men in menthol smoking?" If he means menthol cigaret smoking, were men ever *not* in it? Did some researcher come up with some statistic never before known? Anyway—then Leo tells us it's "Alpine—that's who!"

Does this nothing statement make a non-smoker want to try Alpine? Or a Camel addict feel like switching? Possibly not—but maybe this gem will influence someone: "The hearty tobaccos are specially blended for *the new way of smoking.*" Does this "new way" allow the smoke to be drawn into the Eustachian tube and never enter the lungs? Does it allow the smoker to absorb smoke through his pores, never to stain his teeth again? But wait—"They give a man a flavor he can get hold of." Is a flavor you can "get hold of" in the same category with an odor you can cut with a knife? Like limburger, onions—or maybe Big Barnsmell, tha's who. Or the aroma that arises from groundless advertising claims.

C. E. Riordan,
Libertyville, Ill.

• • •

C.M. Generalized Hastily on Swift Ads, Ray Weber Says

To the Editor: I am a bit puzzled.

On Page 70 of your good May 22 issue, one of our brand campaign advertisements is pictured. It was one of the Hermes Award winners of the Chicago Federated Advertising Club. It was cited for "general consumer magazine, corporate image campaign color."

I felt so good, I wanted to tell my boss.

And then on Page 108, your Creative Man commits mayhem on us with the comment about our current general consumer magazine ad (corporate image, campaign color), "All that art and no copy." I didn't feel so good.

Dear Mary Haworth: What *shall* I do?

I am sure your Creative Man does not wish to be burdened with that old columunists' ailment, Hasty Generalization. But some time I'd like to fill him in with the merchandising successes we've enjoyed for the past year and a half when this brand identification series was (and still is) running in *Life* and in outdoor in 200 cities.

Since starting this series, Swift has enjoyed greater merchandising cooperation with, and enthusiasm of, our retail customers than ever before in my experience. That means something, these hard-to-sell days, doesn't it?

We think the McCann-Erickson people, who created this series for us (and whom we have the utmost confidence in and respect for) have done a remarkably good job for Swift.

I hope your able Creative Man is not mad at us. We love him, with all of his impulsiveness. In the few choice words of copy we did use, we hope he will "enjoy the extra goodness and extra value, that you get when the label says Swift's Premium."

And he will agree, I believe, that it was a good picture, although some nutritionist may complain "all that meat protein and no lettuce."

Ray Weber,
Advertising Manager, Swift & Co., Chicago.

• • •

Volkswagen Has Monopoly

To the Editor: Re the Creative Man's lament, "Where are the great copy men today . . ?" I think I know. They are writing Volkswagen ads.

R. W. Freitag,
Advertising Manager, Farm and Cycle Tires, Goodyear Tire & Rubber Co., Akron.

in answer to your ad-

SALESMAN WANTED
Self-starter, able to work in moments notice. Ability to present our sales story the way we want it is necessary . . . must be equally effective in selling individuals or groups. Only top-caliber salesmen with proven record of success need apply.

the Du Kane
FLIP-TOP
PROJECTOR

meets all qualifications!

. . . a professional salesman in a 13 lb. package. Just open the lid, plug it in and the "FLIP-TOP" presents your sales story without slip-ups or omissions . . . complete with sound and sight. See the "Flip-Top" demonstrated at your desk. Write to:

DuKane
CORPORATION
Dept. AA-61 • ST. CHARLES, ILL.

it's GOOD BUSINESS
to go where
BUSINESS
is GOOD

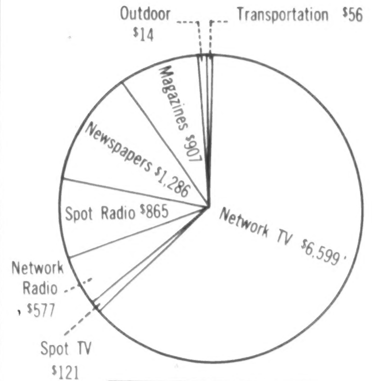
—and business is good in Winston-Salem . . . a market noted for its "growth-type" blue chip industries. This year three big new plant expansions — totalling over 75 million dollars — will go into operation. This is growth . . . this is employment . . . this is good business. And it's all going on right now in Winston-Salem. Write promotion department for market facts.

YOU CAN'T COVER NORTH CAROLINA WITHOUT THE
WINSTON-SALEM
JOURNAL AND SENTINEL

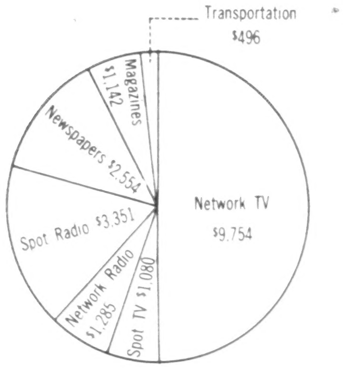
NATIONAL REP., KELLY-SMITH CO.

Cigaret Advertising Expenditures

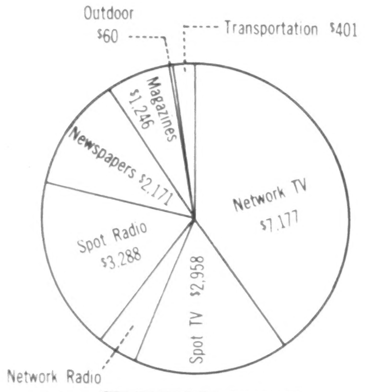
These pie charts show how one agency handling a cigaret brand figures current expenditures and media allocations for the top brands in the field (000 omitted in all cases). Note that, over all, television accounts for about two-thirds of brand expenditures. Note also that—as reported in Advertising Age on May 22—Chesterfield has been substantially less advertised than most of its competition. Major brands are broken down; minor brands are lumped for competitive comparisons.



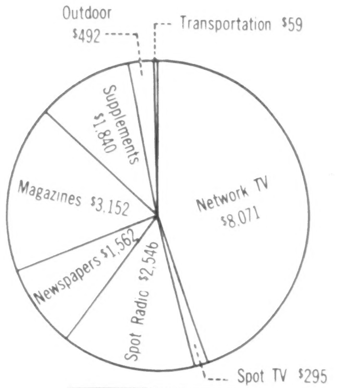
CHESTERFIELD



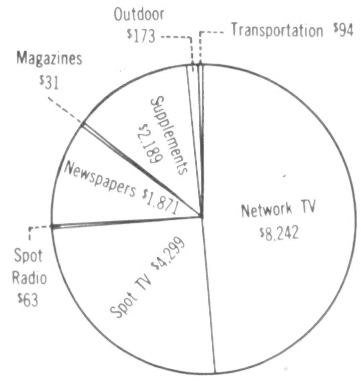
WINSTON



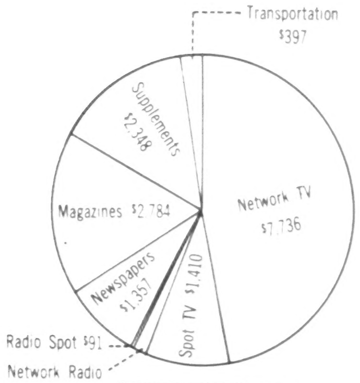
CAMEL



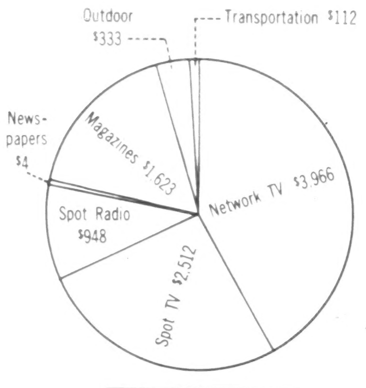
PALL MALL



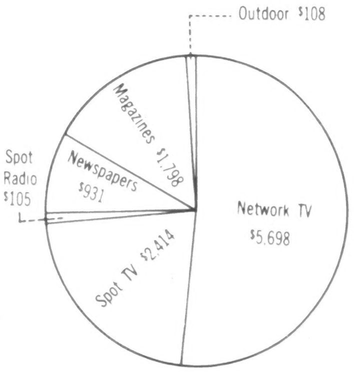
KENT



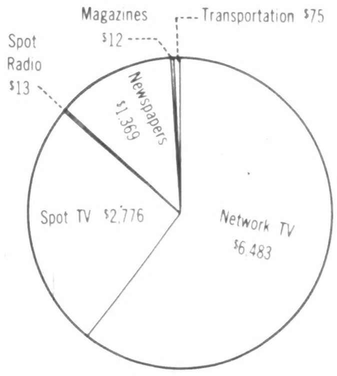
SALEM



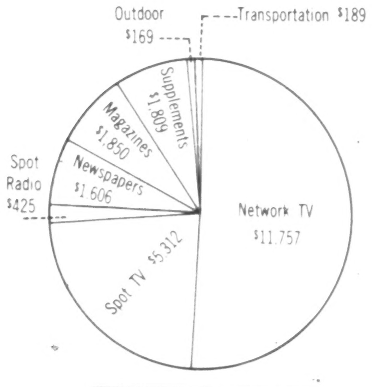
LUCKY STRIKE



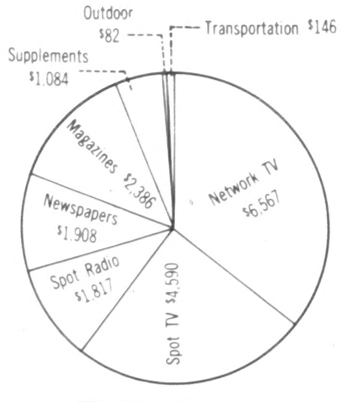
MARLBORO



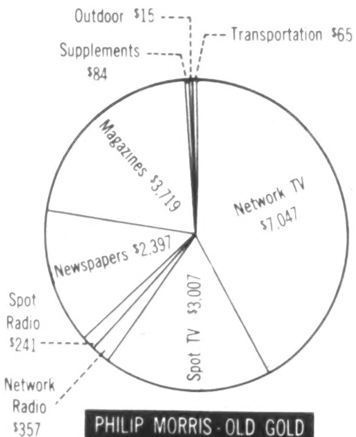
VICEROY



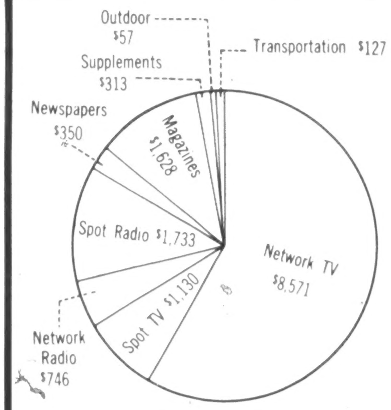
KOOL · BELAIR · ALPINE SPRING · NEWPORT



TAREYTON · PARLIAMENT



PHILIP MORRIS · OLD GOLD RALEIGH · KENTUCKY KINGS



L&M

H-R Promotes Seven in Sales, Research

H-R Television and H-R Representatives, New York, station representative companies, have made several new appointments in sales management and research. Jack H. White, formerly eastern sales manager, has been named to the new post of national tv sales manager. John T. Bradley has been promoted from Chicago tv sales manager to the new post of midwestern sales manager. In his new capacity, Mr. Bradley will supervise H-R branch offices in St. Louis, Minneapolis, Detroit and Des Moines, in addition to Chicago.

Four tv account executives have been promoted: Art Berla, assistant sales manager in charge of special projects; Cal Cass, assistant sales manager of systems and procedures; Al Ritter, assistant New York sales manager for eastern tv stations; and Robert Mandeville, assistant sales manager for western stations. Mary Ann Sanchirico, of the research department, has been named to the new post of radio research manager.

Texize Agrees to Tell All on Money-Back Guarantee

Texize Chemicals, Greenville, S. C., has signed a stipulation assuring the Federal Trade Commission that it will disclose all the limitations on its money-back guarantee offers for Texize household cleanser. FTC said the company also is bound to make refunds to purchasers "after all prerequisites . . . as set out in advertising, have been met."

Lloyd Howard Adds Two

Lloyd S. Howard Associates, New York, has been named to handle all U.S. advertising for Gillette Pool Products, Toronto. The company will be a new advertiser in the U.S. Howard also has been named to handle advertising for Seasonmaster Inc., Westbury, L.I., manufacturer of aluminum storm doors and windows, and its subsidiary, Alan Scott Corp. NR Advertising, Hicksville, L.I., formerly handled Seasonmaster.

Health-A-Teria to Feldman

Health-A-Teria Inc., Chicago, health and beauty product distributor serving some 1,800 outlets, has named Burton G. Feldman Inc., Chicago, as its agency. The company, formerly a direct advertiser, plans an initial ad budget of $100,000.

SURE

The Free Press

SELLS BUSINESS

Executives in the Detroit Area Market prefer the Detroit Free Press!

MORE READERS THAN EVER!

Free Press circulation now up 100,000 . . . 622,242 Sundays—573,273 Daily.

AND MORE EXECUTIVE READERS!

Readership studies carried on continuously over the past 20 years clearly show an increasing executive preference for the friendly Free Press. A study of the newspaper readership preference of Detroit Area Automotive and Advertising Executives completed in February of 1961 showed:

Total daily Free Press readership of 83.1%; other paper, 68.9%. (90% of executives contacted responded to survey.) ■ Exclusive daily Free Press readership among all respondents was 25.6%; other paper, 11.4%. ■ A study of Presidents of Michigan Manufacturing Firms rated at $1,000,000.00 or more showed an even stronger Free Press exclusive preference. ■ Exclusive daily Free Press readership among all respondents was 41%; other paper, 11%. (89% of those contacted responded to this survey.)

BUSINESS REPORT!

The Free Press now offers business executives even more with "Business Report" a new section with each Sunday Free Press.

"A complete picture of Detroit and Michigan Business, Finance and Industry. All that is new — and news — about the world of Business".

. . . Lee Hills, Free Press Vice President-Executive Editor.

HERE'S HOW THE FREE PRESS SELLS BUSINESS!

Business Report

Loans Up Sharply For Stock

Center Keeps Growing

Out of Spotlight, Edison Executive Shows His Mettle

Business Report

Production Gain First Since July

Export Markets Waiting in Asia, Businessmen Told

Hudson's To Lease New Store

S-P's President Takes on Task Of 'Giant K

The Phoenix Project

SOUND INVESTMENT

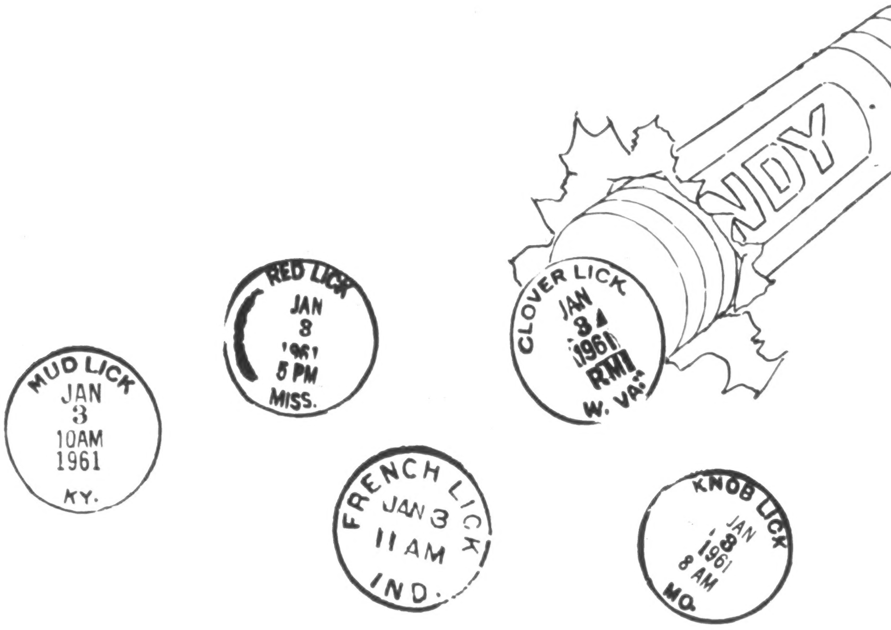
THE DETROIT FREE PRESS IS SO REWARDING TO READ . . . SO REWARDING TO USE

The Detroit Free Press

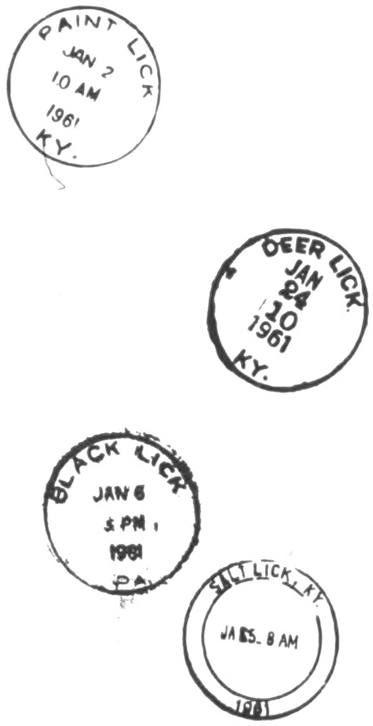
MICHIGAN'S *ONLY* MORNING NEWSPAPER

NATIONAL REPRESENTATIVES: STORY, BROOKS & FINLEY

The postmarks are actual reproductions


NDY
MUD LICK JAN 3 10AM 1961 KY.
RED LICK JAN 3 1961 5 PM MISS.
CLOVER LICK JAN 3 1961 RMI W. VA.
FRENCH LICK JAN 3 11 AM IND.
KNOB LICK JAN 3 1961 8 AM MO.

Grit helps you lick the problem of small-town coverage


PAINT LICK JAN 2 10 AM 1961 KY.
DEER LICK JAN 24 10 1961 KY.
BLACK LICK JAN 6 5 PM 1961 PA.
SALT LICK, KY. JAN 5 8 AM 1961

Here is one national publication (indeed, *the* one!) aimed solely at small towners. Hence its unique usefulness to national advertisers: *Grit helps correct the big-city bias of the mass magazines and provide balanced national coverage.*

But Grit does more than that. Because it is a true small-town publication, accurately reflecting the needs and interests of small-town families, Grit enjoys the wholehearted loyalty of its audience. And national sales figures prove that this loyalty extends to products advertised in Grit.

And Grit does all this for so little. The price of a single full-color page in *one* of the major mass magazines can get you a year-long, big-space Grit campaign. And a year-long, big-space Grit campaign can get you a far brighter sales picture in 16,000 thriving, prosperous small towns across America. There's not a better buy on the market . . . or a better market you can buy!

GRIT

Grit Publishing Company, Williamsport, Pa.
Represented by Newspaper Marketing Associates

June Pages and Linage in Consumer Magazines

Current and Year-to-Date Figures for U.S., Canadian and Foreign Publications Reporting to Advertising Age

Weeklies, Bi-Weeklies, Semi-Monthlies (May)

	Pages				Lines			
	May 1961	May 1960	Jan.-May 1961	Jan.-May 1960	May 1961	May 1960	Jan.-May 1961	Jan.-May 1960
Commonweal	18.7	25.6	65.1	98.5	7,854	10,752	27,342	41,370
Cue	81.7	77.2	355.0	375.2	35,034	33,104	152,289	160,942
Down Beat	38.4	44.0	260.1	226.8	16,128	18,494	109,242	95,270
†Grit	23.9	29.1	117.5	130.0	23,861	29,056	117,537	129,955
†Life	305.1	384.8	1,298.6	1,469.8	207,432	261,644	883,014	999,450
Look	114.9	148.5	619.1	633.9	78,132	100,994	420,968	431,072
Newsweek	290.5	304.5	1,083.5	1,270.2	122,010	127,890	455,070	533,484
§New Yorker	456.3	467.7	2,032.8	2,208.0	195,773	200,621	872,075	947,213
≠National	456.3	458.3	2,032.8	2,161.2	195,773	196,592	872,075	927,132
≠Sectional	——	33.5	——	166.1	——	14,389	——	71,268
Presbyterian Life	11.4	12.2	66.3	70.7	4,760	5,118	27,868	29,765
The Reporter	44.2	36.6	251.6	180.3	18,565	15,385	105,681	75,732
Saturday Evening Post	200.9	293.7	927.8	1,282.7	136,629	199,711	630,906	872,226
Saturday Review	96.0	104.4	470.4	519.5	40,329	43,837	197,590	218,163
‡Sporting News	21.6	17.6	88.2	77.5	23,402	19,088	95,671	84,096
Sports Illustrated	227.6	238.4	785.9	916.8	95,654	100,078	330,219	343,054
†Time	241.5	300.8	1,111.1	1,354.4	101,438	126,345	466,669	568,866
TV Guide	63.5	45.2	406.2	282.3	11,557	8,219	73,928	51,385
U. S. News & World Report	267.8	314.0	1,040.9	1,254.6	112,476	131,880	437,178	526,932
Total Group	2,504.0	2,844.3	10,980.1	12,351.2	1,231,034	1,432,216	5,403,247	6,108,975

≠Not included in totals. §Total represents national advertising plus sectional at a reduced decimal equivalent. †Four issues May 1961; five issues May 1960. ‡Five issues May 1961; four issues May 1960.

Women's

	Pages				Lines			
	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960
†Bride & Home	——	——	225.3	218.7	——	——	142,440	138,254
†Bride's Magazine	——	——	363.3	385.4	——	——	229,587	243,566
Family Circle	38.8	44.4	273.1	302.0	16,645	19,048	117,159	129,558
Good Housekeeping	69.2	82.4	491.4	559.8	29,699	35,332	210,797	240,158
Ladies' Home Journal	53.2	64.4	403.0	482.1	36,208	43,816	274,046	327,794
McCall's	83.4	79.6	542.3	533.4	56,679	54,139	368,754	362,743
Modern Bride	92.4	83.6	308.3	300.4	58,384	52,854	194,820	189,846
‡*Parents' Magazine:								
National Edition	52.1	66.6	353.8	402.4	22,360	28,568	151,851	172,608
Metropolitan New York Edition	57.5	75.4	381.6	441.0	24,671	32,338	163,679	189,159
Seventeen	84.1	92.1	644.7	675.3	57,210	62,617	438,405	459,190
‡‡Woman's Day	33.5	32.5	232.5	249.4	14,359	13,937	99,750	106,997
The Workbasket	19.8	21.9	192.6	226.4	3,886	4,289	37,751	44,372
Total Group	584.0	642.9	4,411.9	4,776.3	320,101	346,938	2,429,039	2,604,245

†Published quarterly in January, April, July and October. *Includes sectional linage prorated to circulation of regional edition and average decimal for partial runs. ‡June 1961 figures include sectional linage prorated to circulation of regional editions. ‡‡No Pacific Mountain edition June 1961 and June 1960.

General

	Pages				Lines			
	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960
American Artist	37.5	37.9	156.2	163.3	15,752	15,902	65,564	68,586
American Forests	11.5	12.4	85.9	108.2	4,830	5,208	36,078	45,444
American Legion	15.0	11.8	90.9	90.6	6,312	4,974	38,189	38,070
Argosy	16.3	16.5	119.9	112.7	6,991	7,075	51,497	48,321
Atlantic	35.9	44.6	258.6	271.5	15,113	18,711	108,644	114,046
‡Car & Driver	40.0	39.6	194.4	226.7	16,817	16,640	81,665	95,222
Cavalier	7.5	16.8	90.2	135.9	3,204	7,208	38,689	58,297
Christian Herald	26.7	18.9	186.1	204.0	11,452	8,129	79,889	87,644
Columbia	4.2	5.7	55.6	59.5	1,741	2,378	23,342	25,011
Coronet	34.0	46.0	283.0	363.0	6,120	8,280	50,940	65,340
Cosmopolitan	26.2	21.5	165.4	144.1	11,226	9,159	70,980	61,842
Ebony	73.9	84.8	395.2	459.5	50,259	57,634	268,715	312,429
Elks Magazine	10.0	9.4	78.6	80.1	4,315	4,059	33,789	34,675
†Esquire	87.6	95.5	412.3	471.3	58,867	64,176	277,066	316,714
Extension	12.2	9.1	93.1	89.0	8,384	6,293	64,019	61,272
Flying	54.5	59.0	299.4	340.9	22,869	24,780	125,731	143,170
Golf	43.3	22.6	146.0	86.5	18,576	9,695	62,613	37,121
Golf Digest	46.5	42.2	221.3	197.8	9,114	8,267	43,371	38,774
Gourmet	29.3	31.1	173.1	185.8	12,589	13,347	74,242	79,703
Grade Teacher	21.4	17.1	227.9	211.4	9,443	7,535	100,502	93,223
Harper's Magazine	34.6	35.4	249.8	254.7	14,521	14,856	105,307	106,963
Hi Fi Stereo Review	36.9	30.0	280.2	257.0	15,477	12,587	117,692	107,927
High Fidelity	40.7	53.5	336.7	378.0	17,094	22,470	141,504	158,760
Holiday	97.2	110.6	594.7	695.3	66,124	75,145	404,401	472,790
Hot Rod	36.5	54.2	208.6	259.9	15,330	22,764	87,626	109,102
Improvement Era	23.9	29.4	139.1	155.5	10,026	12,343	58,440	65,311
Instructor	22.8	18.6	209.1	188.6	15,604	12,751	143,141	128,972
Kiwanis Magazine	10.9	6.4	64.5	45.8	4,578	2,688	27,079	19,243
Lion Magazine	8.1	10.3	66.0	59.9	3,450	4,387	28,072	25,516
Motor Boating	112.7	156.7	866.1	1,097.8	66,273	92,140	509,268	645,507
Motor Life	13.0	17.8	77.8	98.1	5,460	7,462	32,662	41,202
Motor Trend	16.6	29.2	110.1	150.2	6,972	12,264	46,170	63,098
National Geographic Magazine	35.0	46.6	272.9	324.1	8,232	11,013	64,688	76,934
Playboy	39.1	23.2	208.5	142.5	16,407	9,743	87,588	59,840
Popular Boating	90.2	108.2	624.6	635.5	53,049	63,598	367,235	373,674
Popular Photography	66.0	70.0	389.6	423.7	27,724	29,383	163,640	177,958
Promenade	19.1	19.1	102.4	115.6	8,203	8,208	43,941	49,597
Reader's Digest	71.7	77.0	444.8	440.7	13,046	14,014	80,961	80,219
Redbook	40.6	38.7	258.3	231.7	17,400	16,585	110,813	99,392
Road & Track	33.5	31.2	185.3	192.1	14,070	13,104	77,826	80,682
Rotarian	7.5	11.6	89.0	46.5	3,165	4,866	37,357	19,510
Today's Health	20.7	20.1	117.2	130.1	8,652	8,622	50,155	55,812
Together	7.7	6.8	61.3	56.9	3,327	2,926	26,289	24,468
Town & Country	53.2	49.0	393.0	434.3	33,625	30,947	248,392	274,481
True	30.9	25.3	198.6	171.4	13,273	10,849	85,213	73,522
V. F. W. Magazine	12.1	13.2	63.4	63.3	5,087	5,527	26,614	26,578
*Yachting	137.3	142.3	977.1	971.6	80,732	83,672	574,535	571,301
Total Group	1,752.0	1,876.9	11,321.8	12,022.6	840,875	904,364	5,442,134	5,813,263

†Total represents national advertising plus sectional at a reduced decimal equivalent. *1961 figures include sectional linage prorated to circulation of Western Yachting. ‡Formerly Sports Cars Illustrated.

Home

	Pages				Lines			
	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960
American Home	35.9	34.8	236.9	256.3	22,687	21,978	149,729	161,926
Antiques	59.6	61.0	366.0	382.6	17,524	17,934	107,618	112,485
Better Homes & Gardens	55.0	82.0	398.0	559.0	34,756	51,809	251,557	353,296
Flower & Garden	27.1	31.9	237.7	271.3	11,366	13,405	99,811	113,963
Flower Grower	35.6	44.7	303.5	358.3	14,960	18,781	127,495	150,522
House Beautiful	77.7	85.1	480.4	588.1	49,086	53,797	303,641	371,652
House & Garden	55.8	87.1	427.9	481.5	35,294	55,024	270,434	304,321
†Living for Young Homemakers	33.3	66.9	290.7	406.2	21,014	42,255	183,714	256,719
Popular Gardening	34.5	43.6	311.2	346.9	14,483	18,321	130,694	145,683
Sunset Magazine	138.4	148.4	772.8	859.5	58,152	62,360	324,693	361,059
Total Group	552.9	685.5	3,825.1	4,509.7	279,322	355,664	1,949,386	2,331,626

†Figures include sectional linage prorated to circulation of regional editions.

Fashion

	Pages				Lines			
	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960
Glamour	68.9	81.3	552.6	557.5	29,578	34,897	237,088	239,192
Harper's Bazaar	42.6	48.0	533.0	526.3	26,943	30,351	336,911	332,667
†Mademoiselle	48.6	39.1	489.0	458.3	20,848	16,778	209,787	196,624
Vogue	46.2	80.5	698.5	851.9	29,218	50,876	441,452	538,416
Total Group	206.3	248.9	2,273.1	2,394.0	106,587	132,902	1,225,238	1,306,899

†Figures include sectional linage prorated to circulation of regional elitions.

Movie-Romance-Radio-TV

	Pages				Lines			
	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960
Dell Modern Group:								
Modern Romances	19.7	23.5	115.8	156.4	8,445	10,086	49,688	67,060
Modern Screen	12.4	16.2	75.9	96.7	5,336	6,942	32,588	41,473
Screen Stories	10.1	12.5	63.9	82.1	4,337	5,369	27,440	35,207
Fawcett Women's Group:								
Motion Picture	13.6	13.9	66.1	84.0	5,815	5,979	28,350	36,020
True Confessions	18.2	23.1	106.0	141.3	7,792	9,929	45,489	60,634
‡Hillman Romance Group	——	——	17.1	20.3	——	——	7,380	8,838
‡Hillman Women's Group	——	——	92.4	101.6	——	——	39,769	43,757
Ideal Women's Group:								
Intimate Story	21.3	16.0	132.6	142.4	9,151	6,878	56,884	61,094
Movie Life	20.9	16.0	127.4	134.9	8,957	6,866	54,661	57,867
†Movie Stars	20.5	16.0	126.9	135.1	8,787	6,866	54,420	57,944
Personal Romances	21.5	16.3	130.2	136.5	9,217	6,991	55,837	58,557
TV Star Parade	19.5	13.8	83.3	65.2	8,358	5,938	35,740	27,983
Secrets Romance Group:								
Confidential Confessions	12.4	14.9	104.6	116.5	5,312	6,373	44,884	49,972
Daring Romances	12.4	14.9	104.6	116.5	5,312	6,373	44,884	49,972
Revealing Romances	12.4	14.9	104.3	116.5	5,169	6,373	44,741	49,986
Secrets	12.4	14.9	104.3	116.5	5,169	6,373	44,741	49,986
*Silver Screen	12.0	12.0	75.8	63.3	5,162	5,169	32,544	27,169
True Story Women's Group:								
Photoplay	20.2	28.5	102.8	142.1	8,662	12,222	44,083	60,946
True Experience	9.4	13.3	56.7	81.8	4,014	5,693	24,335	35,099
True Love Stories	9.1	13.8	56.1	82.4	3,907	5,938	24,065	35,347
True Story	45.4	56.2	264.8	314.3	19,456	24,107	113,619	134,827
True Romance	9.7	13.4	58.2	80.8	4,141	5,738	24,965	34,652
TV-Radio Mirror	8.6	12.2	45.7	65.4	3,685	5,227	19,606	28,039
Total Group	341.7	376.3	2,215.5	2,592.6	146,184	161,430	950,713	1,112,429

†Formerly Movie Star TV Close-Ups. *Alternates bi-monthly with Screenland. ‡May and June issues combined.

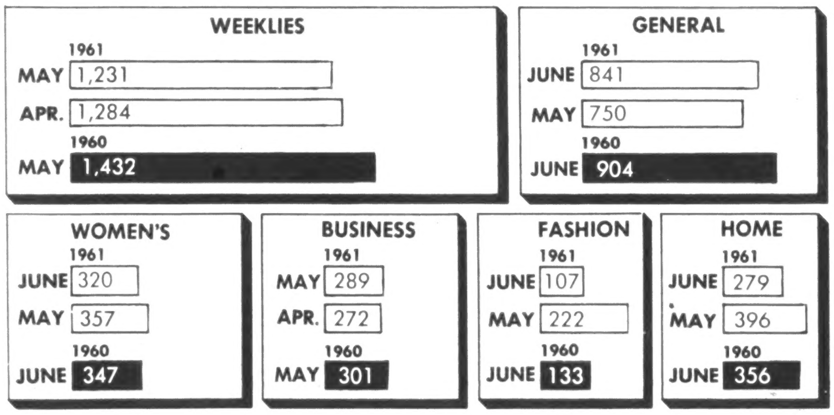
§Business (June)

	Pages				Lines			
	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960
Dun's Review & Modern Industry	106.3	117.0	438.9	521.7	44,640	48,759	184,122	218,722
Fortune	194.3	217.8	927.0	1,131.8	122,766	137,618	585,864	715,266
Management Methods	60.5	57.1	325.5	331.1	25,410	23,982	136,710	139,902
Nation's Business	57.4	68.4	293.1	360.3	24,125	28,710	123,089	151,299
Total Group	418.5	460.3	1,984.5	2,344.9	216,941	239,069	1,029,785	1,225,189

§Because current month linage figures for several publications are not yet available this group is broken into a June and a May section.

Magazine Linage Trend

Figures in Thousands



Business (May)

	Pages				Lines			
	May 1961	May 1960	Jan.-May 1961	Jan.-May 1960	May 1961	May 1960	Jan.-May 1961	Jan.-May 1960
Barron's	108.1	91.0	441.5	403.1	70,937	59,690	289,604	264,433
Business Week	392.6	464.8	1,661.1	2,097.7	164,909	195,224	697,649	881,030
†Financial World	60.3	42.4	238.0	223.8	25,344	17,815	99,784	94,000
Forbes	65.9	68.5	295.3	312.5	27,672	28,761	124,007	131,240
Total Group	626.9	666.7	2,635.9	3,037.1	288,862	301,490	1,211,044	1,370,703

†Five issues May 1961; four issues May 1960.

Farm Magazines

	Pages				Lines			
	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960
Farm Journal: (mon)								
≠Central Edition	61.9	73.0	519.4	563.0	26,564	31,303	222,823	241,519
≠Eastern Edition	57.9	60.8	448.6	464.2	24,847	26,084	192,447	199,124
≠Southeastern Edition	49.3	51.3	364.6	383.3	21,129	22,007	156,410	164,428
≠Southwestern Edition	51.9	55.0	374.3	391.1	22,273	23,581	160,561	167,791
≠Western Edition	56.8	63.3	440.9	476.5	24,347	27,156	189,160	204,401
Average 5 Editions	55.6	60.7	429.6	455.6	23,832	26,026	184,280	195,453
Progressive Farmer: (mon)								
≠Carolinas-Va. Edition	54.3	60.6	434.7	490.5	36,935	41,198	295,613	333,564
≠Ga.-Ala.-Fla. Edition	54.3	62.2	442.7	489.4	36,943	42,300	301,067	332,803
≠Ky.-Tenn.-W.Va. Edition	53.2	59.6	403.1	452.5	36,151	40,547	274,132	307,725
≠Miss.-Ark.-La. Edition	57.3	60.2	409.7	443.5	38,943	40,959	278,571	313,291
≠Texas Edition	56.0	65.8	403.6	461.1	38,066	44,798	274,445	313,522
Average 5 Editions	55.0	61.7	418.8	467.4	37,408	41,961	284,767	317,835
Successful Farming (mon)	44.5	64.6	427.1	491.0	20,041	29,052	192,197	220,955
Total Group	155.1	187.0	1,275.5	1,414.0	81,281	97,039	661,244	734,243

≠Not included in totals.

Youth

	Pages				Lines			
	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960
American Girl	15.7	18.8	117.4	136.2	6,744	8,068	50,341	58,432
Boys' Life	24.7	28.3	161.8	175.3	16,794	19,245	110,057	119,228
'Teen Magazine	12.5	16.8	71.2	93.6	5,250	7,042	29,932	39,270
Total Group	52.9	63.9	350.4	405.1	28,788	34,355	190,330	216,930

Note: Co-ed, Scholastic Magazine and Scholastic Roto not published June, July and August. Next issues September.

Mechanics & Science

	Pages				Lines			
	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960
Mechanix Illustrated	51.3	60.9	376.2	422.1	11,481	13,642	84,265	94,550
Popular Electronics	42.8	44.1	287.8	302.8	9,583	9,878	64,460	67,818
Popular Mechanics	82.7	91.5	596.2	677.0	18,533	20,486	133,539	151,645
Popular Science	76.2	73.3	542.7	605.0	17,078	16,424	121,550	135,514
Science & Mechanics	36.2	67.6	317.4	268.3	8,101	15,153	71,118	60,107
Total Group	289.2	337.4	2,120.3	2,275.2	64,776	75,583	474,932	509,634

(Continued on Page 92)

Outdoor & Sport

	Pages				Lines			
	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960
American Rifleman	49.5	47.2	276.7	277.7	21.216	20.239	118.735	119.134
Field & Stream	63.0	67.2	403.1	439.5	27.034	28.841	172.931	188.561
Fur-Fish-Game	24.7	20.5	141.1	138.4	10.591	8.768	60.543	59.391
Guns	24.0	26.5	132.4	139.4	10.296	11.369	56.842	59.803
Outdoor Life	63.1	62.1	407.4	427.8	27.049	26.621	174.766	183.530
Sports Afield	60.2	56.5	346.3	370.3	25.803	24.239	148.567	158.827
Total Group	284.5	280.0	1.707.0	1.793.1	121.989	120.097	732.384	769.246

Detective & Fiction

	Pages				Lines			
	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960
Dell Men's Group	7.1	8.1	59.5	73.7	3.062	3.471	25.503	31.571
Thrilling Group	7.3	8.2	48.5	42.8	1.634	1.842	10.868	9.592
Total Group	14.4	16.3	108.0	116.5	4.696	5.313	36.371	41.163

Newspaper Sections (I)

(Nationally distributed with Sunday newspapers)

	Pages				Lines			
	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960
The American Weekly	18.4	25.2	122.4	160.6	15.664	21.460	104.011	136.507
Family Weekly	35.6	42.5	237.4	228.7	30.245	36.148	201.876	194.323
Parade	48.8	52.8	298.1	329.7	41.452	44.865	253.358	280.281
This Week Magazine	62.9	63.8	369.0	436.4	53.478	54.193	313.680	370.968
Total Group	165.7	184.3	1.026.9	1.155.4	140.839	156.666	872.925	982.079

Newspaper Sections (II) (May)

(All other newspaper sections)

	Pages				Lines			
	May 1961	May 1960	Jan.-May 1961	Jan.-May 1960	May 1961	May 1960	Jan.-May 1961	Jan.-May 1960
†Chicago Tribune Magazine°	175.8	255.1	915.9	880.3	149.470	216.808	778.543	748.258
†New York Times Magazine	259.0	348.4	1.527.9	1.568.2	220.158	296.167	1.298.714	1.332.975
†Philadelphia Inquirer	89.2	150.3	515.0	646.2	75.827	127.769	437.788	549.372
Suburbia Today	19.2	19.8	91.7	84.4	16.302	16.857	77.936	71.708
Total Group	543.2	773.6	3.050.5	3.179.1	461.757	657.601	2.592.981	2.702.313

†Four issues May 1961; five issues May 1960.

Comics Magazines

	Pages				Lines			
	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960
American Comics Group	7.0	7.0	42.0	42.0	2.646	2.646	15.876	15.876
Archie Comic Group	6.0	7.0	20.0	21.0	2.268	2.646	7.560	7.938
Harvey Comics Group	8.0	8.0	48.0	49.0	3.024	3.024	18.144	18.522
National Comics Group:								
Blue Unit	4.0	4.0	27.0	30.5	1.512	1.512	10.206	11.529
Red Unit	4.0	3.0	25.5	32.0	1.512	1.134	9.639	12.096
Total Group	29.0	29.0	162.5	174.5	10.962	10.962	61.425	65.961

Canadian

	Pages				Lines			
	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960
†Canadian Homes	45.3	50.4	182.2	238.0	30.811	34.370	123.886	161.857
Chatelaine:								
Canadian Home Journal	58.9	69.0	382.5	406.3	40.080	46.898	260.077	276.256
‡Revue Moderne	47.5	—	259.0	—	32.296	—	176.099	—
Liberty	22.8	30.0	118.6	139.4	9.781	12.870	50.809	60.070
Maclean's	69.5	82.2	391.3	444.9	47.261	55.908	266.095	302.521
*Le Magazine Maclean	27.9	—	131.1	—	18.983	—	89.116	—
The Montrealer	12.8	11.3	108.0	108.0	5.376	4.746	45.360	45.360
Reader's Digest:								
English Edition	96.8	94.0	547.5	571.8	17.609	17.108	99.645	104.059
French Edition	99.8	99.3	566.0	600.5	18.155	18.064	103.012	109.291
Revue Populaire	19.5	29.3	98.5	146.8	13.658	20.501	69.001	102.778
Samedi	12.7	21.0	67.0	90.6	9.866	14.686	47.177	63.437
=Saturday Night	35.3	36.6	163.4	210.4	14.826	15.372	68.642	88.368
**=Time-Canadian	154.5	202.1	649.5	751.9	64.855	84.875	272.755	315.735
Total Group	513.5	486.6	2.851.7	2.746.3	243.876	225.151	1.330.277	1.225.629

†Formerly Canadian Homes & Gardens. ‡First published March 1961. =Not included in totals; as June figures were unavailable when this issue went to press May figures are shown. **Four issues May 1961; five issues May 1960.

Canadian National Weekend Newspapers (Rotogravure Linage)

	Pages				Lines			
	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960
La Patrie	4.0	19.3	48.2	142.7	3.556	17.400	43.339	128.455
Perspectives	71.1	89.4	412.9	412.5	69.372	87.185	402.641	402.226
La Presse	70.9	88.6	472.9	482.5	63.875	79.826	425.653	434.317
Star Weekly	61.7	81.3	428.5	544.7	53.966	71.155	374.955	476.625
Weekend Magazine	91.9	96.1	536.3	570.2	89.640	93.682	522.939	555.955
Total Group	299.6	374.7	1.898.8	2.152.6	280.409	349.248	1.769.527	1.997.578

§Foreign (June)

	Pages				Lines			
	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960
Hablemos	15.2	20.4	86.2	123.6	12.810	17.178	72.408	103.782
Popular Mechanics:								
Popular Mekanik (Danish)	15.5	21.0	110.0	143.1	3.255	4.704	23.100	30.352
PM (Dutch Edition)	8.5	7.5	74.9	60.5	1.785	1.680	15.739	12.814
Mecanique Populaire (French)	26.3	26.0	157.6	155.2	5.891	5.824	35.302	34.759
Populare Mechanik (German)	5.0	7.1	34.6	29.0	1.120	1.596	7.749	6.501
Mecanica Popular (Latin America):								
Brazil (Portuguese)	14.8	15.9	102.7	112.5	3.315	3.556	23.015	25.200
Mexican-Caribbean (Spanish)	16.8	24.6	112.5	151.9	3.763	5.502	25.199	34.020
So. Hemisphere (Spanish)	10.5	15.8	63.3	84.0	2.352	3.542	14.190	18.816
Popular Mekanik (Swedish)	5.5	12.0	52.4	71.7	1.155	2.688	10.995	15.232
Total Group	118.1	150.3	794.2	931.5	35.446	46.270	227.697	281.476

§Because current month linage figures for several publications are not yet available this group is broken into a June and a May section.

Foreign (May)

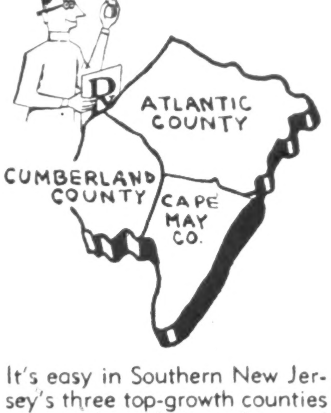
	Pages				Lines			
	May 1961	May 1960	Jan.-May 1961	Jan.-May 1960	May 1961	May 1960	Jan.-May 1961	Jan.-May 1960
Life International	78.5	87.2	371.7	402.2	53.465	59.330	252.875	273.530
Life en Espanol	46.0	67.1	194.3	237.0	31.280	45.645	132.175	161.160
Mexican Edition	74.0	85.1	261.3	309.4	50.320	57.885	177.735	210.460
Caribbean Edition	72.2	94.3	289.5	344.4	49.130	64.175	196.945	234.260
Newsweek:								
Pacific Edition	112.3	102.6	516.3	539.3	47.145	43.083	216.858	226.518
European Edition	107.3	104.1	413.8	396.0	45.041	43.714	173.808	166.315
Reader's Digest:								
Arabic	31.0	42.0	155.5	192.5	5.642	6.888	28.301	31.570
Argentine	49.5	54.5	233.0	208.5	9.009	9.919	42.406	37.947
Australian	67.5	83.0	283.8	326.3	12.285	15.106	51.643	59.376
Austrian	80.0	80.0	310.0	307.0	14.160	14.560	54.870	55.874
Belgian	70.0	63.0	278.0	248.5	13.090	11.025	51.986	43.488
Brazilian	98.0	114.0	370.5	366.0	17.836	19.950	67.431	64.050
British	65.0	91.0	334.5	401.5	12.090	16.926	62.217	74.679
Caribbean	59.0	80.0	225.0	324.5	10.738	14.560	59.059	40.950
Danish	40.8	45.5	163.3	197.3	7.417	7.735	29.712	27.752
Dutch	61.0	66.5	323.5	309.5	11.102	12.103	58.877	56.329
Finnish	35.0	38.0	127.0	132.0	6.370	7.068	23.114	24.552
French	154.0	164.0	569.5	592.0	28.798	28.700	106.497	103.600
French-Swiss	35.5	38.0	177.0	137.0	6.639	6.650	33.099	23.975
German	135.0	136.0	571.0	556.0	23.895	24.752	101.067	101.192
German-Swiss	47.5	47.5	194.0	173.7	8.645	8.645	35.308	31.608
Iberian	105.0	101.0	431.0	357.0	18.795	18.382	77.149	64.974
Indian	64.0	64.0	274.0	245.0	11.904	11.648	50.964	44.590
Italian	100.5	122.0	415.0	384.5	18.291	20.984	75.530	66.134
Japanese	29.0	35.0	162.5	178.5	4.988	5.880	27.950	29.988
Mexican	49.0	47.0	201.5	210.0	8.918	8.554	36.673	35.280
New Zealand	47.0	37.0	188.5	159.0	8.554	6.734	34.307	28.938
Norwegian	67.5	55.0	267.0	219.0	11.610	9.350	45.924	37.230
Overseas Military	55.0	35.0	207.0	183.0	10.010	6.370	37.674	33.306
South African	85.5	79.0	332.5	373.5	15.903	14.141	61.845	66.857
Southern Hemisphere	17.0	25.0	89.5	104.0	5.780	4.550	16.289	18.928
Swedish	66.0	80.0	324.5	294.5	12.276	14.880	60.357	54.777
Chilean	24.0	—	106.0	—	4.368	—	23.660	—
Time International:								
†Time-Atlantic	136.5	144.1	577.0	643.1	57.295	60.865	242.340	270.410
†Time-Latin American	99.1	109.1	398.2	470.3	41.930	46.130	167.230	197.505
*Time-Pacific	—	107.7	—	500.2	—	45.185	—	210.070
Time-Asia	87.1	—	457.5	—	36.925	—	192.115	—
Time-South Pacific	61.1	—	306.1	—	26.005	—	128.555	—
Vision:								
Visao (Portuguese Edition)	136.2	154.0	605.8	659.7	57.190	64.680	254.450	277.060
Mexican Edition	104.2	125.5	460.7	485.7	43.750	52.710	193.480	203.980
Spanish Edition	87.0	98.0	383.2	388.0	36.540	41.160	160.930	162.960
Total Group	2.906.8	3.101.8	12.550.0	12.556.1	895.109	950.622	3.843.505	3.852.172

†Four issues May 1961; five issues May 1960. *Time's Pacific edition was split into two editions—Time-Asia and Time-South Pacific—as of January 1961.

'Catholic Digest' Ups Fenton

Robert L. Fenton, previously circulation director, has been promoted to assistant publisher of *Catholic Digest*, New York, a new post.

Looking for a Formula?



It's easy in Southern New Jersey's three top-growth counties . . . to the rich ingredients of industry, Agriculture and Recreation add the generous proportions of PRESS circulation . . . and watch the results.

Atlantic City Press

Southern New Jersey's
"Good Morning" Newspaper

ROLLAND L. ADAMS, President

Represented by
NEWSPAPER MARKETING ASSOCIATES
SCOLARO, MEEKER & SCOTT DIVISION
DOYLE & HAWLEY DIVISION

Meredith to Push Systems

Meredith Publishing Co., Des Moines, has announced that it will sell, via two of its book-publishing subsidiaries, programmed learning materials, texts, and teaching machines produced by Basic Systems Inc., New York. The subsidiaries are Appleton-Century Crofts, New York, acquired last November, and Lyons & Carnahan, Chicago, purchased in February.

Conover Boosts Burns, Young

Richard C. Burns, vp and publisher of *Mill & Factory*, has been named a director of Conover-Mast Publications, New York. At the same time, Webster Young, publisher of *Volume Feeding Management*, has been named a vp.

Granowitter Joins Chalek

Jules Granowitter, formerly with Al Paul Lefton Co., has joined Chalek & Dreyer, New York, as senior art director and member of the plans board.

Imprinting Service

Let us personalize your national advertising by imprinting it with the names, addresses, and trade marks of local distributors. We handle tabloids, magazines catalogs, booklets and folders in runs of all sizes.

SERSEN'S IMPRINTING INC.
120 So. Sangamon St.
CH 3-2050 Chicago 7, Ill.

Ellis Adds Four Accounts

Adam Cook's Sons, Linden, N.J., manufacturer of industrial lubricants; Lehigh Warehouse & Transportation Co., Newark, warehousing, materials handling and distribution service; Newark Air Service; and Harry C. Schick Inc., Newark, jewelry manufacturer, have appointed Ray Ellis Advertising, Chatham, N. J., to handle their advertising.

Simon Succeeds Drilling

Louis S. Simon, general manager of KPIX, San Francisco, has been elected president of the California Broadcasters Assn., filling the remainder of Joe C. Drilling's term. Mr. Drilling has accepted a post with WJW, Cleveland, making him ineligible to serve the association.

Roush Heads Memphis Club

Ott Roush, assistant local sales manager of WREC, Memphis radio station, has been elected president of the Advertising Club of Memphis. Other officers are Dave Swearingen, of Archer & Woodbury, 1st vp; Joan Stout White, of Rosengarten & Steinke, 2nd vp; and Merle Scofield, also of Rosengarten & Steinke, secretary-treasurer.

SIGN HOLDERS for TRUCKS
TRANSIT BUS STYLE FRAMES
for changeable copy
ADVERTISING CARDS → FREE PHOTO ALBUM
THE YARDER MANUFACTURING CO.
724 Phillips Ave. GReenwood 4 5471 Toledo 12, Ohio

Westclox Hikes Ads, Cuts Distributors

NEW YORK, June 13—Marketing executives of the Westclox division of General Time Corp. last week ticked off a new sales policy and hypoed advertising support for the Westclox line to wholesalers in New York and 26 other cities.

Robert C. Shea, manager of marketing for Westclox, told wholesalers here that the company is planning to unwind the "most intensified advertising, promotion and merchandising program in Westclox' 83-year history."

Mr. Shea explained that less than half of the wholesalers on Westclox' former distribution list gave the company over 90% of its sales. "From now on this half—you fellows—are going to give us all our business," he said, citing the experience of other large companies which reduced their number of wholesalers and increased their business.

He promised the wholesalers "the lion's share of Westclox attention, the lion's share of the market and a much more valuable franchise."

- Westclox advertising plans call for use of radio, tv and magazines, including a "campus watch" tie-in in the August issue of *Mademoiselle* with Handmacher-Vogel, maker of ready-to-wear dresses. The ad is a seven-page, four-color bleed insertion. Westclox will also run ads in "some" newspapers, with a possibility of a newspaper campaign similar to one run this spring, in which the company booked 1,500-line ads in 102 markets.

Other facets of the Westclox promotion involve a new magazine to go to every Westclox dealer in the country; a contest to select a Miss Westclox; an envelope-stuffer campaign and the tripling of trade advertising.

Hicks & Greist, New York, is the agency. =

Kemper Adds Dairy Dan

Dairy Dan Inc., Wilkes-Barre, Pa., has named Don Kemper Co., New York and Chicago, to handle its advertising. Both consumer and recruiting advertising by the mobile soft ice cream franchise organization will be expanded, the agency said. *TV Guide* regional editions will be used, but the bulk of the program will be in newspapers. Phillips & Cherbo, Chicago, the previous agency, said the company had spent about $25,000 a year, chiefly in newspapers.

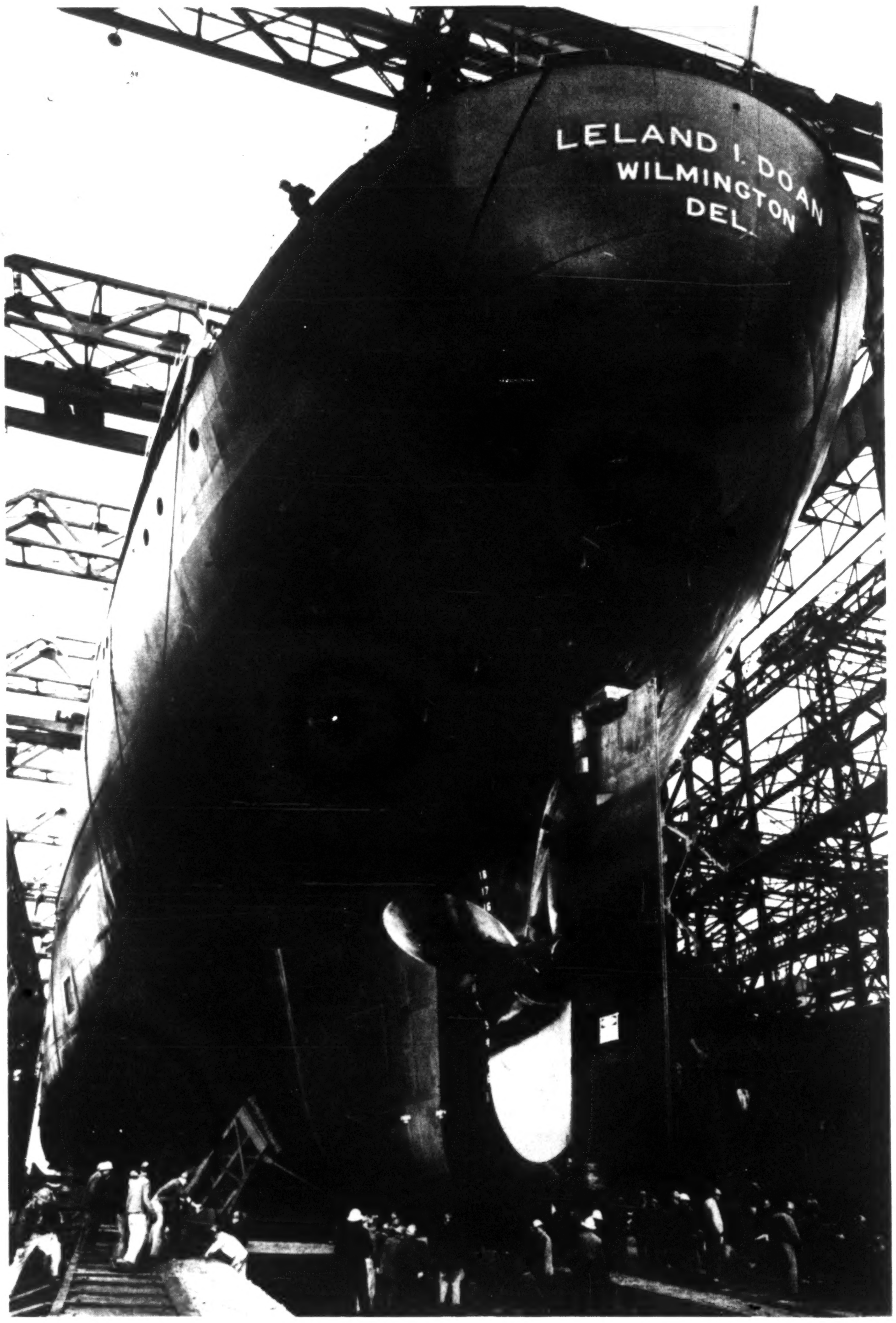
Shell Oil Boosts Thomas

Purdom C. Thomas has been named vp in charge of nationwide marketing of Shell Oil Co., New York, effective July 1. Mr. Thomas has been vp in charge of midwestern marketing divisions, with headquarters in Chicago, since 1956. He succeeds J. G. Jordan, who will retire Dec. 31.

Pyro Electric to Henri, Hurst

Pyro Electric Inc., Walkerton, Ind., has appointed Henri, Hurst & McDonald, Chicago, to handle its advertising. The company makes thermocouples, pyrometers and heat measuring instruments.

CHEMICAL SHIPS ON A COST-CONSCIOUS OCEAN



At least six new vessels will fly the flags of Chemical Process Industries firms in 1961. And this sizeable step-up of chemical tanker capacity is the biggest in 10 years. But what caused management to make this decision, in the face of a 40-50% reduction in domestic deep-sea shipping since 1955?

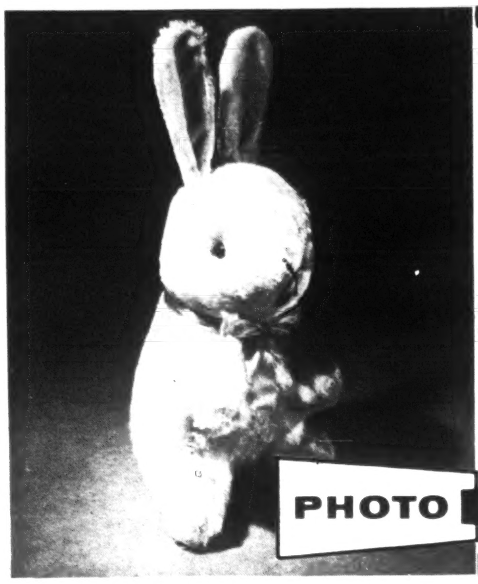
Thousands of other CPI management men, with tremendous tonnages to move and mounting costs on their backs, have been asking the same question. Say CHEMICAL WEEK'S editors in a recent feature... *"Ships still best answer one of the CPI's biggest traffic problems – the economical movement of large volumes over long distances."* And as CW's readers bite into the story, they get all the pros and cons – on construction, operating costs, competitive transports, rates, trends – the taut, timely and interpretive reporting they can always count on from their favorite businesspaper.

Every editorial page of CHEMICAL WEEK reflects management's responsibilities, wide and weighty... from running a corporation to running a process... building a new plant to breaking into new markets ...watching customer inventories to implementing technological advances. What makes this magazine unique is not that it does so much so well but that it so validly mirrors the minds of men your advertising has to sell.

Industry Spokesman for CPI-Management

Chemical Week

A McGraw-Hill Businesspaper (ABC-ABP)



multiply results
with PHOTO-MATIC PHOTOS
GENUINE GLOSSY PHOTOS
Sharp! brilliant!

Singleweight Glossy Prints	Quantity	5 x 7	8 x 10
	25	$ 2.75	$ 4.00
	50	4.50	6.00
	100	8.00	9.50
	250	17.50	22.50
	500	30.00	42.50
	1000	55.00	75.00
	Negative	1.15	1.65

Call or write for complete kit, showing new low-cost color printing samples.

PHOTO MATIC

59 E. Illinois Street
Chicago 11, Illinois
Phone: WH 4-2929

WIN YOUR OWN TROPICAL ISLAND IN THE
Dr Pepper
PLEASURE ISLAND
CONTEST
GRAND PRIZE

PLEASURE ISLAND—*This four-color page will run in Life June 23 to announce a contest by Dr. Pepper Co. in which a tropical island is the grand prize. Grant Advertising is the agency.*

Shopping in Supers Isn't Fun for 51% of Moms, Study Finds

OMAHA, June 13—More than half of the 12,394 housewives in 48 states whose shopping attitudes and habits were surveyed by Paramount Paper Products Co., Omaha, said they do not enjoy shopping in supermarkets.

The women indicated they would like supermarkets better and would spend more in them if certain improvements—combining the best features of self-service and service stores—were made.

Among improvements desired by the housewives, according to the four-month survey, are: (1) Telephone ordering; (2) cooking information on store-packaged meats; (3) delivery for a small fee; (4) better systematizing of merchandise displays; (5) legible price marking; (6) elimination of sales that aren't really sales; (7) charge accounts for regular customers; (8) friendlier service; and (9) more civic interest on the part of the store.

Supermarket shoppers constituted 86% of the women surveyed, the study showed. Of this group, however, 51% said they don't like shopping in supermarkets.

■ In a previous survey in 1952, 54% of the respondents answered they like supermarket shopping. In a 1957 study, only 48% said they like to shop in supermarkets. This year, only 40% said they liked shopping in supers.

Shopper complaints about supermarkets included: (1) Supermarkets are too crowded; (2) check-out takes too long; (3) employes are not cheerful or helpful; (4) product labels are not informative; (5) prices are too high for self-service; (6) frozen foods are not frozen; (7) walking around store is fatiguing; floors are too hard; (8) it takes too long to shop; (9) too much variety confuses; (10) manager is not accessible; (11) shopping is like walking around a well-lighted warehouse; (12) parking is insufficient; and (13) merchandise often is not in stock.

When the women were asked, "Would you buy more, if improvements were made in supermarkets?" 61% said "yes"; 4% said "most likely"; 33% said they "didn't know"; and 2% expressed no opinion.

■ Asked "What do you like about supermarkets?" housewives gave these answers: (1) One-stop shopping convenience; (2) stores are bright and clean; (3) produce is always fresh; (4) wide selection; and (5) have no other choice.

The frequency of shopping by the surveyed women was found to be once a week for 56%; twice a week for 37%; and three times a week for 7%.

Surveyed were homemakers in all the contiguous mainland states. A total of 18,643 questionnaires were mailed, and only those completely answered were tabulated in the final results. Family income ranged from $4,000 to $9,000; the number of children averaged two.

Copies of the survey report are available free from Paramount Paper Products Co., 4402 N. 23rd St., Omaha 10. #

Pillsbury Enters Frozen Foods Field via Purchase

Pillsbury Co., Minneapolis, has purchased for an undisclosed sum Gibbs Goodies, Ludington, Mich., manufacturer of two frozen desserts, and will continue the products—apple dumpling and Apple Crisp—under the Gibbs label. Pillsbury's first entry into the field, the acquisition was called an opportunity to enter the frozen foods business on a modest scale.

WHEN DO PEOPLE READ BETWEEN THE LINES?

Just about all the time. Whenever a hobbyist studies your catalog, he is unconsciously reading between the lines for evidence of your company's character. He sees more than just text and pictures. He looks for the quality image that only a good printer can help you achieve. Select your printer carefully — and early enough to get his help in the planning stages. Very likely he will specify a Warren paper, because he'll get better results — and so will you. S. D. Warren Company, 89 Broad St., Boston, Mass.

Fine printing papers for advertising literature and the publishing of books.

Warren's HIGH STANDARD printing papers make a good impression

NAB Time Limit Changes Will Give Nets Bigger Stick to Rap Violators

(Continued from Page 1)

copy experts will be unusually busy.

Even the definition of prime time is a variable under the revamped rulings. Prime time is the station's choice of at least three consecutive hours within its highest rate period. How that is going to work out on early and late evening shows that overlap in prime time is puzzling to outsiders.

■ The aim of the industry standard makers seems clear: In tv's peak viewing hours they have tried to set aside an inviolable beachhead of program material. This minimum editorial time standard cannot be encroached by the sponsor's commercials, public service announcements, other-show promos or between-show spots. And there are hopes within the industry that the crawling credits, now included in the program beachhead, may be snipped to reasonable limits before too long.

A little arithmetic helps to visualize what this new approach means for sponsor and viewer. Figuring on the basis of the maximum amount of commercial time allowed in any "prime time" 30-minute show (four minutes including billboards, public service plugs and promos, plus the 40-second break), the half-hour program beachhead is 25 minutes and 20 seconds. For an hour show, with a 30-second midbreak, it is 50 minutes and 50 seconds by unofficial count. This, then, is the amount of pure show time the viewer has been promised as of October.

■ For the advertiser who has been living up to the code, this represents no change in the amount of time he has to get his message across to the people. For a 30-minute prime time buy, he will be entitled to three minutes of commercial, plus a 10-second opening and closing billboard, as in the past. For an hour prime time buy, he will have six minutes of commercials, plus a 20-second opening and closing billboard, as he does now.

Of course, rules are made not for the good boys but for the offenders. One of the networks' biggest code enforcement problems has been trying to keep billboard excesses in check. The new regulations give networks and stations stronger weapons to use against violators who have tried to stretch their billboards to commercial length. With strong enforcement, the rules may protect viewers from a dizzying parade of uncounted (as commercial) public service announcements and program promotional material. Network censors are hopeful about the affirmative results of these tightened measures.

■ The second major area of concern in the cleanup drive is participation shows. Here, the impact of the changes will fall hardest on independent stations—simply because they have more participation shows in prime time. This revision will not affect most network affillates, since their three hours of code-defined prime time most likely will fall within network programmed periods, thus leaving their participation stanzas in the non-prime category.

The code now allows stations to sell six minutes within half-hour participation shows. With the October changes, they will be limited to a maximum of four commercial minutes within prime time participation half-hours. In that four minutes must be counted billboards and all other non-program matter.

■ Excessive commercial interruptions draw more audience complaints than almost any other television shortcoming. This ruling should keep tv fans happier during choice viewing hours. Non-prime time participation shows can still carry six minutes of commercials, plus billboards and other extras. Many network participation best-sellers like Paar and "Today" aren't in prime time.

To an observer, a third main revision, which rewrites station break time allowances, is less impressive. In the area of triple spotting, the NAB continues to lag behind most other forces in the industry. Network affiliates, set with 40-second breaks for the fall season, already have promised not to triple spot within those breaks—and many advertisers and agencies have taken those assurances to mean that there will not be three spots in a row even to publicize a public-service effort.

■ Traditionally, the NAB has held that two announcements plus a paid ID aren't triple spotting, while everybody else was adding two plus one to get three. Now NAB has inched closer to this latter view. In prime time, stations will be limited to "not more than two announcements plus non-commercial copy (station identification or public service announcements) for an aggregate total of all announcements, including the non-commercial, not exceeding 70 seconds." For non-prime time, two announcements plus the sponsored ID still will be permissible.

Thus, triple spotting will keep its industry blessing for non-prime time hours and the sanction could carry over into prime time if stations want to schedule a 20-second spot, plus a 10-second quickie ad, plus a 10-second charity reminder. From the vantage point of the viewer, it's all advertising whether for a soap, cigaret or sweet charity. ≠

Esquire Denies Sale of 'Coronet' Near

New York, June 16—Esquire Inc. denied today reports that *Coronet's* sale is imminent, but conceded that negotiations had taken place.

The *Chicago Sun-Times* said today *Coronet* would be sold next week to a leading magazine publisher, and that the magazine had lost $600,000 in 1960.

Arthur Stein, vp and publisher of *Coronet*, said, "We are in negotiations but have no reason to believe there will be an early consummation."

Behind the negotiations apparently lay the company's belief that *Coronet* needs more money for building circulation and promotion than Esquire is prepared to put into it.

ESQUIRE REPORTS OPERATING LOSS

New York, June 16—Esquire Inc. reported a gain in volume, a gain in net, and an operating loss for the year ended March 31. Operating revenue rose to $23,285,946 from $20,171,605 in the preceding year, and net income rose to $635,755 from $173,844, due to a $682,216 credit from the sale of fixed assets. The corporation reported an operating loss of $46,461. ≠

Mendlowitz Joins Lubell

Jerome Mendlowitz, formerly with Monroe Greenthal Co., has joined Lubell Advertising, New York, as an account executive.

Last Minute News Flashes

Thomas Industries Names Marsteller for Two Units

Louisville, June 16—Thomas Industries has named Marsteller, Rickard, Gebhardt & Reed, Chicago, to handle advertising for its residential and commercial lighting divisions, succeeding the Biddle Co., Chicago. Billing is reportedly near $400,000.

Humble to Enter Kentucky Standard Territory

New York, June 16—Humble Oil & Refining Co., chief operating arm of Standard Oil Co. (New Jersey), has served notice that it will start selling Esso products in Mississippi, part of the domain of its ex-oil customer, Standard Oil Co. (Kentucky). Jersey Standard announced the move only nine days after a merger was okayed by the Department of Justice between Standard Oil Co. of California and Kentucky Standard, which has been purchasing up to 80% of its oil products from Humble *(see story on Page 24)*.

Lever Tests Hum; Other Late News

- **Lever Bros.** has put Hum, its third pre-measured detergent, into test in Jacksonville and in the Harrisburg-Lebanon area, with 1,500 and 1,000-line newspaper ads and spot tv scheduled. Recently Lever expanded its Vim detergent tablet into Seattle, Tacoma, Montgomery and Birmingham (AA, June 12). Ogilvy, Benson & Mather handles both products.

- **Arnold C. Sandness** has been named manager of advertising and marketing of Delco Products division of General Motors, Dayton, a new post. Mr. Sandness formerly was a market analyst for Delco.

- **Proctor-Silex Corp.** will start a $1,000,000 campaign in September, offering $120,000 in prizes for consumers and $34,000 for dealers (ranging from cameras to free Caribbean cruises via Cunard). Highlighting the drive—set for a *McCall's* color spread, and color pages in *Bride's*, *Ebony* and *Life*, and network tv spots—will be an eight-page pullout in the October *Coronet*. Weiss & Geller, New York, is the agency.

- **Advertising Time Sales,** radio-tv station representative, which will be spun off from Branham Co. July 1, has named the following officers: Tom Campbell, formerly exec vp of Branham, president; Taylor Eldon, previously manager of radio for Branham, vp in charge of radio; James McManus, formerly manager of tv of Branham, vp in charge of tv; Jack Thompson, previously a vp with Peters, Griffin, Woodward, vp in charge of sales development. William T. White, formerly with James S. Ayers Co., regional station representative, will be manager of ATS' new Atlanta office, at 15 Peachtree Bldg. George Harding, who was vp of Branham's Dallas office, will be vp of ATS in Dallas. New York headquarters will be at 247 Park Ave.

- **William D. Lanier Jr.,** formerly multi-publication salesman in Atlanta for McGraw-Hill Publishing Co., has been named to the new title of assistant vp and assistant director of ad sales for McGraw-Hill's publications division.

- **Mennen Co.,** Morristown, N. J., has appointed Sylvester J. Cleary, formerly marketing coordinator, to the post of merchandising manager. Donald L. Gallagher, formerly sales office manager, succeeds Mr. Cleary.

- **Swingline Inc.,** New York (Al Paul Lefton Co.), will use spot tv for the first time to promote its stapling machines in a $30,000 fall test campaign. Starting in September and running eight to ten weeks, about 10 one-minute spots per week per market will be used in Baltimore, Minneapolis, Memphis, Houston and Tampa-St. Petersburg.

- **Henry Heide Inc.,** New York (Fuller & Smith & Ross), will run a 20-week spot tv push in seven major markets for Jujyfruits candy, starting July 5. From 10 to 14 spots per week per market will be run in seven major cities. Commercials will feature an "Indian Princess," singing a new jingle, "Heap big candy treat, comes five flavors sweet."

- **B. F. Goodrich Tire Co.,** Akron, has named Fred J. Hutchison advertising and merchandising manager of its associated tires and accessories division, and Thomas S. Norwalk the company's retail promotion manager. Mr. Hutchison, who joined Goodrich in 1956, replaces Robert O. Howard, recently named ad manager of International B. F. Goodrich Co. Mr. Norwalk was formerly with the international division of McGraw-Hill Publishing Co.

- **George Elliott,** formerly senior art director of McCann-Erickson, New York, has resigned. Mr. Elliott said his plans will be announced by Labor Day.

- **Myzon Laboratories,** Chicago, animal health products marketer, has switched its account from Henri, Hurst & McDonald, Chicago, to Fuller & Smith & Ross, Chicago, effective July 1. Myzon and F&S&R said they did not know how much Myzon would spend. Henri, Hurst said the client spent about $60,000 last year, chiefly in farm print media and radio, and "practically nothing" during the past five months. Michael Gray, Myzon ad manager, said the company last year spent "four or five times" $60,000.

- **Warren A. Logelin,** formerly vp of advertising and pr of Fairbanks, Morse & Co., has been named director of pr and advertising of American Steel Foundries, Chicago. He will report to Marion J. Allen, vp of personnel and pr. E. A. Parker, director of advertising, will continue with his present title under Mr. Logelin.

- **Parker Pen Co.,** Don Mills, Ont., has named Leo Burnett Co. of Canada to handle advertising for Parker and Eversharp pens and pencils. The account bills $250,000. Walsh Advertising Co., Toronto, has handled Parker advertising, and Ronalds-Reynolds & Co., Toronto, has had Eversharp.

- **Stroh Brewery Co.,** Detroit, ended nearly three months of speculation this week when it decided to keep its account with Zimmer, Keller & Calvert, Detroit, its agency for some 35 years. MacManus, John & Adams made a full-scale presentation to Stroh last May 1 (AA, April 10), and Zimmer, Keller followed a few days later with a new presentation of its own. For its efforts, MacManus, John will bill Stroh nearly $35,000.

- **Mead Johnson of Canada,** Toronto, has appointed Kenyon & Eckhardt Ltd. as agency for Metrecal. K&E, which also handles Metrecal in the U.S., succeeds McKim Advertising.

Naegele Says It Will Buy Walker 'If Plans Jell'

Detroit, June 15—Naegele Outdoor Advertising Co. definitely is going to purchase Walker & Co. here, "if plans go through," according to Robert O. Naegele, president.

In Detroit for a six-day sales management conference, Mr. Naegele told Advertising Age that he expects to complete negotiations after July 1 with Gamble-Skogmo Co., which owns some 96% of Walker's stock. Mr. Naegele said arrangements are being made with Paine, Webber, Jackson & Curtis, a broker, to issue 500,000 shares of Naegele stock at $10 to $11 per share.

■ A Minneapolis federal court ordered Gamble-Skogmo to sell its interest in Walker if it purchased control of General Outdoor Advertising Co. (AA, June 12). Mr. Naegele said that Gamble-Skogmo "would not lose any money if they sell to us." Gamble-Skogmo paid approximately $5,200,000 for its Walker interests last year.

If Naegele purchases Walker, the transaction would nearly double the Minneapolis company's annual volume of business. Naegele's gross is about $8,000,000, while Walker does about $7,000,000 annually. Naegele operates Walker & Co. for Gamble-Skogmo under a five-year management contract.

GOA EXECS DOING 'GOOD JOB': GAMBLE

Minneapolis, June 14—Just how many shares of General Outdoor Advertising Co. stock were purchased last week by Gamble-Skogmo Inc. (AA, June 12) remained a well-guarded mystery this week.

Some brokerage sources in New York estimated that Gamble-Skogmo bought about 260,000 shares. A source in the outdoor advertising field speculated that 400,000 shares had been purchased. Gamble-Skogmo had sought 470,000 shares, which would have given it more than one-third of all GOA stock.

Bertin C. Gamble, president of Gamble-Skogmo, declined to say how many shares had been acquired when contacted by Advertising Age today. "We're not ready to talk about our GOA holdings," Mr. Gamble said.

When asked if he had any plans or ideas on improving GOA, Mr. Gamble said: "I think General Outdoor has a good management, and I feel they have done a good job. I think they are well qualified to carry on their operations."

In answer to a question from AA, Mr. Gamble said that he had received two or three proposals from parties seeking to buy Walker & Co., Detroit outdoor company. He admitted that he had talked to Robert O. Naegele, president of Naegele Outdoor Advertising Co., about buying Walker, which Mr. Naegele is managing for Gamble-Skogmo on a five-year contract. ≠

FCC May Choose WICB Over Crosley in Channel Contest

After four years of litigation, the Federal Communications Commission has announced it is inclined to pick a new occupant for Channel 13, Indianapolis. The announcement said the commission now favors WIBC Inc., Indianapolis radio station operator, which was one of the losing applicants for the station. Crosley Broadcasting Corp., after winning a four-way contest for the channel, has operated WLWI on the channel since 1957. Crosley was permitted to build and operate the station despite court action by WICB Inc.

Blind Quiz Asks Info on L.A. Shops —'Even Hearsay'

LOS ANGELES, June 16—A number of advertisers and media men here have received a three-page questionnaire from Gould, Gleiss & Benn, a market research company, requesting a "grade" on 20 agencies operating in Southern California.

A covering letter, dated June 12, explained that an unidentified client wanted an "over-all impression" of 20 agencies in Los Angeles.

Any opinion, the letter said, would be "very valuable" to the client, "even if based partly on hearsay and impressions rather than actual experience."

Moreover, since the study "seeks impressions, rather than facts, respondents could 'feel free' to tack along any attitudes or opinions which have reached you through any channel," the letter said.

It added that the respondent could be "completely candid and anonymous."

■ In the questionnaire, the respondents were asked to grade agencies on a scale of "poor" to "outstanding" on creativity, marketing ability, media selection, etc.

Agencies to be "graded" are Anderson-McConnell; Batten, Barton, Durstine & Osborn; Carson - Roberts; Cunningham & Walsh; Doyle Dane Bernbach; Donahue & Coe; Erwin Wasey, Ruthrauff & Ryan; Foote, Cone & Belding; Fuller & Smith & Ross; Guild, Bascom & Bonfigli; Heintz & Co.; Hixson & Jorgensen; Honig-Cooper & Harrington; Kenyon & Eckhardt; MacManus, John & Adams; McCann-Erickson; McCarty Co.; Robinson, Fenwick & Haynes; J. Walter Thompson Co.; and Young & Rubicam.

Queried by ADVERTISING AGE on the unidentified client, John H. Milliken, a Gould, Gleiss executive, declined to identify the client.

"There are many uses for a study like this," Mr. Milliken said.

NBC Asked for Sex, Violence: Ziv Exec

WASHINGTON, June 16—The Senate juvenile delinquency subcommittee spiced up its hearings on tv violence today with a surprise witness who testified that network officials advised him to get more sex and violence into his programs.

Ivan Tors, of Ziv United Artists, documented his testimony with a five-page letter from NBC, signed by Jack Ballard, which declares: "New York has indicated to me recently their concern over the absence of sex in [six shows including] 'The Breaking Point.' I have read only the last, and I think its subject matter is so provocative that you need not concern yourself with its absence of sex. However, apparently New York prefers this to be an exception rather than the rule."

He testified that an ad agency executive, Joseph Daly [Doyle Dane Bernbach], told him the "price" for getting prime time for "Man and the Challenge" was "a great deal of sex and violence in the show." He said Mr. Daly told him the request for more violence and sex originated with David Levy, NBC vp for programming and talent, and with NBC President Robert E. Kintner.

■ Walter D. Scott, NBC exec vp, later said, in referring to Mr. Ballard's letter, that the network was concerned with lack of feminine interest in a program, and the word "sex" was probably "shorthand for feminine interest." =

'Pageant' Discount Set; Magazine to Accept Liquor Ads

NEW YORK, June 14—*Pageant* magazine, which popped a surprise by saying it would accept advertising in its October issue (AA, April 24), today announced it would take liquor ads.

The magazine was recently purchased, along with Hillman Periodicals' paperback line, by Macfadden Publications, which has imbedded a "corporate combination discount" into *Pageant's* new rate structure.

The one-time rates are $1,500 for a b&w page, and $2,100 for a four-color page, based on 500,000 circulation. In addition:

1. If an advertiser buys space in *True Story*, another Macfadden magazine, the same month he buys a *Pageant* ad, he will get an extra 7.5% discount from both magazines—even if he buys under lower frequency rates.

2. If he buys *Pageant* space plus all six magazines in Macfadden's True Story Women's Group, the 7.5% discount will apply to *Pageant* only. Macfadden told ADVERTISING AGE that this was because the six-magazine buy already has a discount built-in.

MACFADDEN RELAXES LIQUOR AD POLICY

NEW YORK, June 15—Macfadden Publications today added to its liquor list by announcing that its entire women's group was being opened to liquor advertisers for the first time.

Extending a shift of policy, which yesterday saw the first Macfadden magazine, *Pageant*, adopt a pro-liquor tactic for its October ad debut, Robert L. Young, vp and director of advertising, said:

■ "Macfadden not only will accept liquor advertising for the women's group. It will actively and aggressively promote it."

The Macfadden group consists of *True Story, True Experience, True Love, True Romance, TV-Radio Mirror,* and *Photoplay.* =

NBC, CBS Split 'TV Guide' Awards

NEW YORK, June 15—NBC carried the *TV Guide* awards show this week, but took an even split with CBS in the winners.

Presentation of the awards was made by James T. Quirk, the publisher, in Hollywood, and Michael J. O'Neill, national advertising director in New York.

■ In the winning column for NBC were:

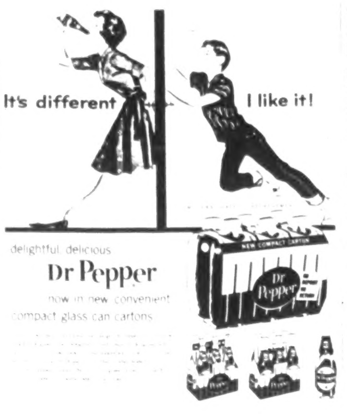
- "Sing Along with Mitch" (Malt-O-Meal and Ballantine)—musical or variety program
- NBC election night coverage (several sponsors)—single news or information program
- "Huntley-Brinkley News" (Texaco)—news or information series
- "Macbeth" (Hallmark cards)—single dramatic program

CBS winners were:

- "Andy Griffith Show" (General Foods) new series
- "Perry Mason" (several sponsors)—favorite series
- Raymond Burr of "Perry Mason"—male performer
- Carol Burnett of the "Garry Moore Show" (S.C. Johnson, Polaroid and Plymouth)—female performer

The annual *TV Guide* show ran an hour, under the sponsorship of Lipton.

Entertainment on the hour show included Jackie Cooper and Nanette Fabray in skits spoofing television, with takeoffs on wild plots, on-location shooting on a small stage and producers trying to make weekly shows mean everything to everybody. =



NO DEPOSIT—*Dr. Pepper's Los Angeles bottlers have set an all-media local drive stressing a disposable glass can. This black and red ad will run in newspapers.*

Dr. Pepper Bottlers in L.A. to Launch Push

LOS ANGELES, June 15—The Dr. Pepper bottlers' group here will launch an introductory campaign for a new no-deposit, no-return "compact glass can" via an all-media campaign, breaking next week.

The local drive will include radio, tv and outdoor media and will kick off via big-space, two-color ads in the *Los Angeles Examiner, Los Angeles Herald Express, Los Angeles Mirror-News* and *Los Angeles Times* on June 19.

The print campaign theme ("It's different—I like it") will also be used in a series of minute and 30-second spots on KTTV and KHJ-TV, 30-second radio spots on KFWB and a No. 100 showing of paint spectaculars via Pacific Outdoor Advertising. The campaign will continue through September.

Grant Advertising, Hollywood, is the agency. =

States Get Two More Years to Earn Bonus for Billboard Curbs

WASHINGTON, June 16—"Thank you" notes from worthy causes that have benefitted from the outdoor industry's generosity failed to stem the tide today as the Senate overrode its public works committee and voted to give states an additional two years to qualify for billboard control bonuses under the interstate highway program.

The billboard control bonus is due to expire June 30 unless Congress acts to extend it. Highway legislation which passed the House earlier this year by-passed the billboard issue, and the Senate public works committee also intended to let the control program die.

The billboard control forces, led by Sen. Maurine Neuberger (D., Ore.), conceded that only three states have adopted control programs that meet federal standards, but they pointed out that surveys show at least 40 states are interested.

President Kennedy had suggested that the control program be extended for four years, and the bonus be doubled. The Neuberger amendment keeps the bonus at the existing 0.5% rate, and extends the program for only two years.

■ Sen. Robert S. Kerr (D., Okla.), who led the opposition, met attacks on billboards by reading letters of appreciation from such organizations as the Red Cross, U.S. Treasury and United Givers Fund.

Sen. Thomas H. Kuchel (R., Cal.) reported that Maryland, North Dakota and Kentucky have qualified for the extra 0.5% federal contribution toward their highways, and that legislation clearing the way for participation in the billboard control program has passed the legislatures of Connecticut, Virginia, West Virginia, New York, Washington, Delaware, Pennsylvania, Oregon, Nebraska, Hawaii and Maine.

The Michigan legislature yesterday killed a highway billboard regulation bill for the second time. Control bills are pending in the following states where legislatures are currently in session: Alabama, Illinois, Missouri, New Hampshire, New Jersey, North Carolina, Ohio, Oklahoma and Vermont.

■ Commenting on the Senate action, George L. Knapp, board chairman of Outdoor Advertising Assn. of America, said, "We feel that Congress, in rejecting the recommendation to double the bonus and grant a four-year extension . . . has shown moderation and a practical approach." =

Duane Jones, Victor in Historic Account Piracy Lawsuit, Dies

NORWALK, CONN., June 16—Duane Jones, who won the most famous lawsuit in advertising history in 1954, died of a heart attack in a hospital here at 2 a.m. today. He was 63.

Duane Jones

Born in Fort Collins, Colo., Duane Dodge Jones broke into the agency business with the old Lord & Thomas agency in 1923. He was also an executive, at various times thereafter, with Maxon, Benton & Bowles, and Blackett-Sample-Hummert. In 1941 he started his own agency, Duane Jones Co., which grew to the $15,000,000 billings level.

In January, 1952, he filed a $4,500,000 lawsuit, in which he eventually won $300,000 from eight former top employes for what was ruled to be a conspiracy to ruin his agency. The soft-spoken, bulky Mr. Jones, whose vocabulary was unpredictably erudite or Rabelaisian, later said the case decided "whether you can take a drunk out, get him inebriated and then pick his pocket."

■ It was in mid-1951 that the Jones agency broke into print with firings and resignations. As the story developed, it seemed that a group of the agency's best account men and officers had demanded that Mr. Jones sell out to them. When he refused, there was a wave of resignations. Then followed the formation of a new agency, Scheideler, Beck & Werner, staffed mostly by ex-Jones people. The new agency opened with a number of ex-Jones accounts.

Mr. Jones resigned the rest of his accounts and said he would sue. The sensational trial that followed was marked by charges of "conspiracy" and counter-charges that Mr. Jones was frequently intoxicated, that he "grossly neglected" the business, and that he "paid out large sums, under fictitious names" to relatives.

■ A jury ruled in Mr. Jones' favor, and the decision was upheld in an appellate court and the state court of appeals. Mr. Jones was awarded $321,000, including court costs. He paid out $102,000 in legal fees.

In 1955 Mr. Jones, self-styled "boxtop king" and author of "Ads, Women & Boxtops," attempted to start his agency anew. The attempt failed. Scheideler, Beck & Werner closed its doors in 1956. Mr. Jones had been more or less in retirement in Connecticut and Florida since 1955. =

Kefauver Report Connects Drug Ads, Prices

(Continued from Page 1)

drug industry, which Sen. Kefauver is expected to schedule early next month.

The bill, introduced by Sen. Kefauver in the Senate (S. 1552) and by Rep. Emanuel Celler (D., N.Y.) in the House (H.R. 6245) in April, seeks to (1) attack patent arrangements; (2) neutralize the impact of brand name promotions; and (3) tighten Food & Drug Administration control over drug production and marketing (AA, April 17).

The majority portion of the report, totaling 260 pages, mobilizes evidence from the long drug industry hearing to support the proposals in the Kefauver-Celler bill. Like the Kefauver-Celler bill, the majority recommends that:

- **1.** All interstate drug manufacturing firms should be required to obtain licenses from the Department of Health, Education & Welfare.
- **2.** FDA should be given authority to establish official or "generic" names for all drugs.
- **3.** It should be made unlawful for companies to agree on which should get a patent, or to enter into similar restrictive agreements.
- **4.** All companies should be required to grant licenses for patent or prescription drugs after three years, rather than 17 years.
- **5.** FDA should pass on efficacy as well as safety of drugs.
- **6.** Fuller and more comprehensive inspection of drug plants by FDA would be required.

■ In its discussion of drug safety, the report touches on the role played by promotion material:

"Our drug laws must be strengthened, so as to assure doctors that every prescription drug on the market is in conformity with proper standards and is made by a qualified manufacturer regardless of the name under which it is promoted," the report says.

"All advertisements and other printed material issued by the producer of new drugs must include a warning as to any dangerous or harmful side effects, and a full and correct statement of the drug's efficacy," it says.

The American Medical Assn. is expected to provide the lead-off witnesses when the hearings on the Kefauver drug bill get under way next month. The hearing originally had been scheduled for late this month, but a postponement was arranged because of a conflict with AMA's national convention. =

MacNeal Denies Possibility of Stock Takeover of Curtis

Robert E. MacNeal, president, Curtis Publishing Corp., Philadelphia, told ADVERTISING AGE that, contrary to rumor, the large turnover of Curtis stock in recent months does not indicate stockholders may try to seize control of the company, although he admitted that someone may be seeking representation on the board. He told AA that the stock takeover is an improbability because the late Cyrus H. K. Curtis left instructions with the trustees of a special trust that none of his common stock was to be sold except under "extraordinary contingency" and only with unanimous consent of all trustees.

Mr. MacNeal pointed out that a takeover of stock by stockholders could take place only with the unanimous consent of the trustees, of whom he is one, and that no such move is contemplated.

...but the copy we save and publish costs $1000 a day

You're looking at our Executive Editor's wastebasket after he finished writing (and throwing away) copy about his latest 27-city coast-to-coast tour of the fast-changing housing market. His printed report filled eight pages; it cost us well over a dollar a printed word.

That's a fair example of the kind of research House & Home does to give its 130,000-plus subscribers the information they buy the magazine to get.

These subscribers are the all-important professionals whose help you need to sell more of your products into new houses and sell more of your products into existing houses—to get your products specified delivered, erected, financed and sold. They can be—and should be—your second sales force to the ultimate consumer of your products, the house buyer.

First question: are you getting all the selling help you need from all these professionals?

Second question: do they know enough about the sales appeal and quality of your product to sell it for you?

Third question: what are you doing to get your selling story across to these men whose selling help is so important to you?

House & Home—and only House & Home—is read by almost everybody who could help you make more sales, so House & Home is mighty important to your selling.

House & Home

published by TIME INC.

Marketing Abroad Is Business' 'Most Important Subject,' White Tells AIA

(Continued from Page 3)

ant subject confronting business today," he said.

■ AMF's worldwide sales this year will be just under $500,000,000, while the international division's sales will reach an estimated $45,000,000 this year—an increase of some 800% in five years, he said.

In bowling products alone, in 1960, AMF's exports to Europeans and Latins were over $8,000,000 and will be more this year. This is only part of the story, because the Pinspotter now is being manufactured in England and Australia, and other bowling equipment is being manufactured also in Germany, Italy, Sweden and Japan, he said.

AMF sees a market potential for some 70,000 Pinspotter machines in the European Common Market alone, he said.

"And will they ever bowl in India and Pakistan? We think so."

■ The need for hard sell came in for some hard sell—of many gradations—at the AIA sessions.

One of the first calls came from the top, when the newly elected board chairman, Thomas A. Yellowlees, ad and sales promotion manager of Canadian General Electric, set membership building as the main aim of the new slate of officers. "The job we all face is to continue to improve the product and sell it," he said. "The only way I know is by hard sell."

In the same vein, Sidney Edlund, New York management consultant, outlined plans for AIA's new industrial advertising forum, scheduled for an October start. The eight-month correspondence and workshop project is the newest of AIA's attempts to boost (among other things) slipping membership.

■ Edward C. Bursk, editor of the *Harvard Business Review*, urged industrial admen to be willing to take risks.

"Industrial advertisers have a specific industry dilemma, because past history makes it difficult to become alert to the role of marketing; and the nature of present operations makes it difficult to be objective in measuring the return on investment in any kind of marketing, especially advertising," he said.

In addition, he said, industrial admen are up against attitudes ranging from boredom to downright hostility—"and who wants to invest in that?"

To complicate "this dilly of a dilemma," industry has allowed its advertising drive to be dulled by the public's attitude, he said, and urged management to regard advertising always as an investment.

"The whole point of investment—in advertising or anything else—is that the best returns are for the biggest risks," he said.

■ On much the same theme, Martin R. Gainsbrugh, chief economist of the National Industrial Conference Board, said that the advertising investment, and particularly industrial advertising, has a key role to play in "creating the job explosion needed to make the 1960s truly golden."

This is how he spelled out the adman's role in the current "tight" times, when the buyer appraises his risks and opportunities more carefully than before:

"Even though his income is higher, his expenditure reflex is slower," he said. "Advertising, in adapting itself to a buyer's market, now stresses the higher yield to be obtained from the product or service—rather than its availability, color or size."

■ He forecast that the economic boom would materialize as soon as the postwar baby crop came to marriageable and working-force age, which could be in a year or two.

"Currently we are experiencing the transitional difficulties of the 'middle years' with a concurrent low in the cycle of household formation," he said. Before these new stimuli can become effective, however, there has to be a job explosion, he added. In this situation, ad expenditures should be as important as research and development outlays, he said.

■ Another sales item proposed to the conference came from E. J. Hanley, president of Allegheny Ludlum Steel Corp. "Give some attention to this problem of selling the idea of the desperate need for profits, for the well-being of this country," he urged.

Mr. Hanley said the profit system is under serious, systematic and organized attack. Sometimes it is made accidentally, by people proposing curbs on prices, and by labor leaders, he said.

He cited Warner & Swasey, whose ad series, he said, has been just as successful in selling machine tools as in selling the profit story.

"Yet the Internal Revenue Service has been trying to disallow the cost of these ads as a business expense, on the basis that they are 'propaganda,' 'tend to influence legislation,' or some such reason," he said. "It's the same tack that the IRS has used in its case against similar advertising run by the business managed electric companies. Who says profits are not under attack?"

■ Once again, the shadowy figure of the huckster lurked in the wings of an adman's gathering today, when Charles Farran, president of Griswold-Eshleman Co., gave a quick rundown on "How Not to Get the Most Out of an Agency."

One of the ways is to treat agency men like "any other supplier—as mere hucksters, trying to peddle a bill of goods." Another, he said, is to keep long-range plans from "the men in the gray flannel suits."

Mr. Farran said many advertisers are reaping the consequences of agency relationships based on such attitudes.

"Clients are people. Agency men are people. Better understanding between these two groups of people . . . will go a long way toward the goal of achieving greater advertising effectiveness," he said.

■ After the proper agency has been selected, he said, there is a need for "complete collaboration—mutual confidence." He urged companies to "treat agency men exactly as though they were part of your own organization.

"Tell them everything. Bring them into meetings with your own sales management—your top management. If the agency men can't hold their own at that level, then you have the wrong agency," he said.

■ Mr. Farran insisted that he wasn't constructing a defense for agency prima donnas, of whom, he said, there are too many. "I'm merely saying that a top-rated agency group may turn out great advertising for one client and mediocre advertising for another—and that the difference may well be due to client attitudes—to proper encouragement; to handing out praise where it is due."

On the matter of agency selection, neither the agency's proximity nor its knowledge of the client's particular line of products is really significant, he said. "In fact, inbreeding in advertising is responsible for many of the deformed mongoloids we see romping through expensive white space in the business press," he added.

■ Sometimes this business of putting out specialty publications can be a little hair-raising and tough—especially when there is the "terribly human" desire to "see how well you can do in the big leagues.

"It takes a special kind of character not to envy others who seem to be doing so much more than you are."

So said Norman L. Cahners, president of Cahners Publishing Co., as he admitted to having undertaken such growth a few years back, when he began to look at the big leagues. "How do you grow and still keep what you've got" was the problem, he said, "that kept us small for 13 solid years."

■ The solution came out of the Menninger Foundation, "the fountainhead of knowledge in psychiatry in our country," he told AIA.

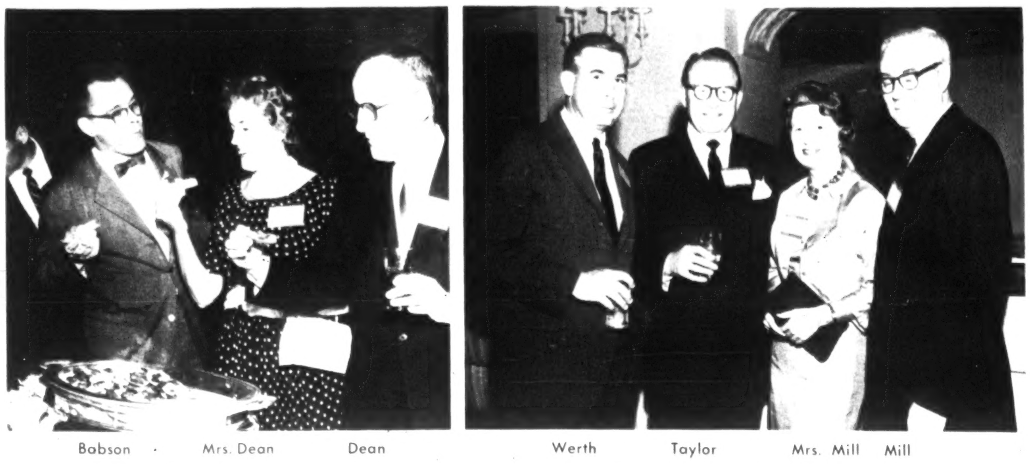
Invited to a week-long seminar on human behavior in industry and limited to 20 people, "I was glad to find that somebody else had the same problem I had, and was going to do something about it," he said. Among those present, he said, were "men like the president of Kimberly Clark, the president of Sinclair Oil Co., the director of economic development of Puerto Rico, the vp in charge of personnel for American Telephone & Telegraph."

■ The net result was the maxim, "It's not the bottom line that counts. It's the individual that counts." Out of this, he said, emerged the principle that the most single important factor was the climate in which Cahners people operated, he said.

"We purchased a company in Chicago and left it intact; we went all the way to Denver and left that intact. And we'll do it over again. The only thing we really do is to intensify the climate for excellence."

He said that this is the "new way" by which to get a stake in the big leagues. "Expansion today is difficult," he said. "In the very early days of our business, when the now-great publishing companies like McGraw-Hill were being formed, they could reach out to one of the many fields that weren't covered. Or later, when distribution was changing rapidly, companies like Conover-Mast found opportunities.

"Today you have to find a new way." #



HORS D'OEUVRES—*Snacking and relaxing at the AIA convention were George R. Babson, of American Brake Shoe Co.; Mr. and Mrs. Joseph Dean, of Combustion Engineering; Roland A. Werth and John Taylor, of McGraw-Hill; and Mr. and Mrs. Charles S. Mill, of Purchasing Week.*

Walther Buchen, 74, Founder of Agency, Veteran Adman, Dies

CHICAGO, June 14—Walther Buchen, 74, founder and former president of Buchen Advertising, died June 12.

Walther Buchen

Mr. Buchen retired from the agency in January, 1958, after 35 years as president. He sold his interest to his top executives at that time (AA, Jan. 20, '58).

Mr. Buchen was born in Theresa, Wis., was graduated with a B.A. degree in English from the University of Wisconsin in 1909, and later added an M.A. from the University of Illinois.

He began his agency career with J. Walter Thompson Co. in 1913, and later moved to Erwin, Wasey & Co. as director of research. He later returned to Thompson for a brief time as director of plans and production, then spent a year as a vp of Gardner Advertising Co., St. Louis.

■ In 1922 he joined David C. Thomas Co., Chicago, as a partner, and became principal owner the next year. The name was changed to the Buchen Co. in 1925 (and changed to Buchen Advertising in 1960).

Mr. Buchen was a director at large of the American Assn. of Advertising Agencies, and served on various Four A's committees. Among his outside interests were poetry, photography, archery and big game hunting. He was a member of the Explorers' Club in New York, and past president of the Adventurers' Club in Chicago.

Survivors include a son, Walther H., formerly an account executive at Buchen but now in the real estate business in California. #

Myrbeck Names Joyce; Adds 2

Marshall W. Joyce, who has operated his own art studio in Boston since 1945, has joined S. Gunnar Myrbeck & Co., Quincy, Mass., as art director. Myrbeck has been named to handle advertising for Dunn Engineering Associates, Cambridge, and for Atwood & Morrill Co., Salem, valve manufacturer.

Johnstone Names Two

John H. Byrne, formerly with Lambert & Feasley, has joined Johnstone Inc., New York, as senior vp. Eric Johnstone, formerly with the international division of Chemical Bank New York Trust Co., has been named treasurer of Johnstone Inc.

Mary Carter Paint Account Goes to Ellington

(Continued from Page 3)

according to Mr. Barnes. Because the company operates its advertising on "50-50 unlimited co-op" basis, Ellington suggested a "control plan," under which co-op allowances would be equitable for both big dealers and smaller ones.

Advertising expenditures will hit about $2,000,000 this year; the company will chip in about $1,250,000 of that sum, and the dealers will spend another $750,000 (AA, May 15).

The control plan calls for the agency to place both national and co-op advertising. This system offers the advantages of greater control, flexibility and service, Mr. Barnes said, adding that this part of the presentation still is under consideration.

The agency will work on a commission basis, he added.

■ Ellington also came up "hard hitting" ads, Mr. Barnes emphasized. "They understood the power of our 'Buy one, get one free' offer."

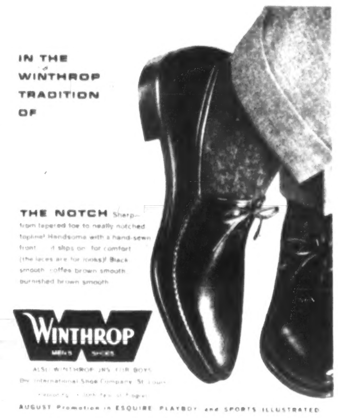
(Mary Carter currently is involved in litigation with the Federal Trade Commission over use of this slogan. FTC contends that prices used in Mary Carter ads are neither factory prices nor the regular retail price of the paint. The company has replied that the reference to price is necessary to give customers a standard for judging the value of the product.)

The Ellington shop further suggested that Carter set up a test store, under the agency's auspices. This would give Ellington an opportunity to try out advertising and marketing ideas on a local basis.

Mary Carter's goal is to attain nationwide distribution, and the company hopes to be selling its products through about 800 dealers by the end of the year. Right now the company has factories in Tampa, Matawan, N.J., Chino, Cal., and Conroe, Texas, and does business in more than 600 franchised and company-owned stores in 38 states and in Puerto Rico.

■ Mary Carter is zeroing in on the do-it-yourself market, billing its stores as "home improvement centers." Continued expansion will give the company sales of $17,000,000 this year—up from $2,000,000 in 1952.

The company is also adding more markets to its spot tv schedule. Mr. Barnes said the company hopes to be in 14 markets by 1962, with San Francisco and Ft. Worth among the new cities. #


IN THE WINTHROP TRADITION OF
THE NOTCH Sharp—from tapered toe to neatly notched topline! Handsome with a hand-sewn front ... it slips on for comfort (the laces are for looks)! Black smooth, coffee brown smooth, burnished brown smooth
WINTHROP MEN'S SHOES
ALSO WINTHROP JRS. FOR BOYS
Div. International Shoe Company, St. Louis
AUGUST Promotion in ESQUIRE, PLAYBOY and SPORTS ILLUSTRATED

STYLE LEADER—*Style leadership is the theme of Winthrop Shoe Co., St. Louis, in ads appearing during fall in Esquire, Playboy and Sports Illustrated. Frank Block Associates is the agency.*

W. A. Bates, 66, Ad Head of Steel Co. of Canada, Is Dead

HAMILTON, ONT., June 13—W. A. Bates, 66, advertising manager of Steel Co. of Canada, died June 11 following a brief illness. He was born in Montreal.

Mr. Bates founded the company's advertising department in 1926 upon joining the organization in Montreal. Prior to that he had represented several large publishing houses in New York.

Mr. Bates directed the company's advertising department from Montreal until Aug. 1, 1956, when he came to Hamilton to transfer the department's operations to the head offices.

Mr. Bates was one of the founders and directors of the Hamilton National Industrial Advertising Assn. He had also been an international vp of the Association of Industrial Advertisers; a director of the Montreal Advertising & Sales Club; and president of the Technical Advertisers Assn. of Montreal.

JAMES M. BLAKE

SPRINGFIELD, MASS., June 13 James M. Blake, 83, former manager of field services for the Massachusetts Mutual Life Insurance Co., died June 7. He had retired in 1951.

During his years of service at the home office (1930-1951), he was in charge of regional conferences, general agents' meetings and company-wide conventions.

He was also responsible for the company's first advertising campaign in national magazines, its first direct mail plan and the composition and publication of the company's annual statement.

KENNETH CHERNIN

PHILADELPHIA, June 13—Kenneth Chernin, 41, promotion director for radio and television stations of Triangle Publications, was killed in a fall from a 25th floor window of the Medical Tower Bldg. Central Detective Division said the death apparently was a suicide.

Mr. Chernin was a member of the board of Broadcasters' Promotion Assn.

J. HAROLD RYAN

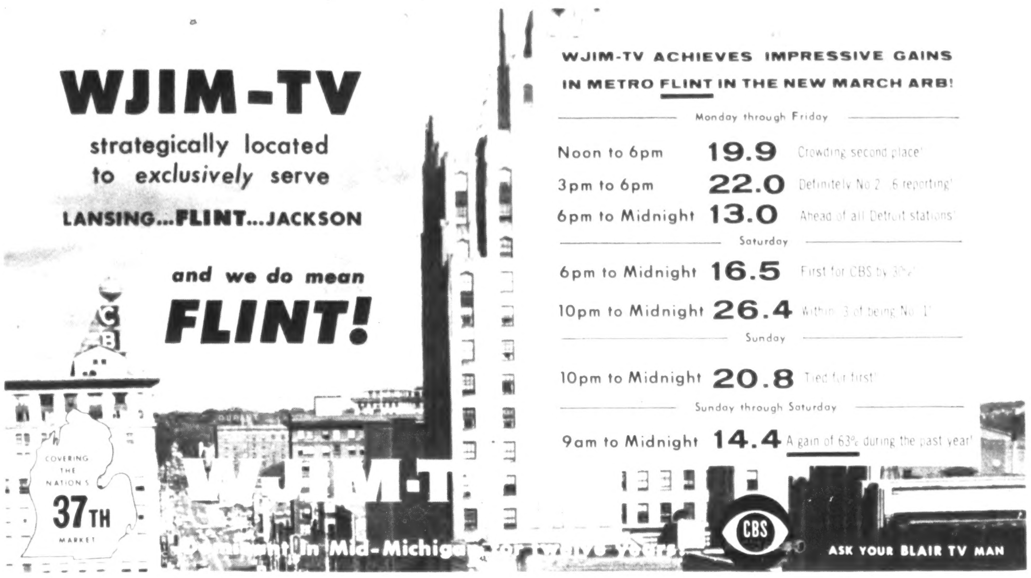
MIAMI, June 13—J. Harold Ryan, 75, co-founder, director and senior vp of Storer Broadcasting Co., died June 6 at Miami Heart Institute after a brief illness.

Mr. Ryan was assistant director of censorship in World War II; president of National Assn. of Broadcasters in 1944 and 1945; a past president of Broadcast Music Inc.; and onetime chairman of Broadcast Measurement Bureau. #

Treadwell Heads New Assn. Promoting Imported Products

The Assn. for Foreign Product Promotion has been formed in New York at 122 E. 42nd St. to promote imported products. Designed to serve mainly as a pr and promotional arm of importers, the association is headed by William F. Treadwell as general chairman. Mr. Treadwell was formerly pr director of Grey Advertising Agency and Leo Burnett Co. The association said it plans to concentrate on promotion of a different category of imported products each month. The first program has been set for October, which has been designated as "Imported Foods Month."

The association is supported by individual and company memberships. Individuals pay $10 a year, companies $500. Mr. Treadwell said the association already has 91 members. Branch offices are planned for Washington, Chicago, San Francisco and Los Angeles.



WJIM-TV
strategically located
to exclusively serve
LANSING...FLINT...JACKSON
and we do mean
FLINT!

WJIM-TV ACHIEVES IMPRESSIVE GAINS IN METRO FLINT IN THE NEW MARCH ARB!

Monday through Friday		
Noon to 6pm	19.9	Crowding second place!
3pm to 6pm	22.0	Definitely No 2 (6 reporting)
6pm to Midnight	13.0	Ahead of all Detroit stations!
Saturday		
6pm to Midnight	16.5	First for CBS by 30%!
10pm to Midnight	26.4	Within .3 of being No. 1!
Sunday		
10pm to Midnight	20.8	Tied for first!
Sunday through Saturday		
9am to Midnight	14.4	A gain of 63% during the past year!

Dominant in Mid-Michigan for twelve years!
ASK YOUR BLAIR TV MAN

MEET THE WOMAN IN THE TEAM AT THE TOP!

"She's mighty important to me," says George Hammond, President of Carl Byoir and Associates, New York, of his secretary, Miss Mary Apelian. "In our busy public relations organization, she helps keep things running smoothly, and she meets our clients with tact and charm." You'll find it true in many leading firms across the country: today's secretaries play an increasingly important role in management's team. And because it's their job to help keep office activities running smoothly, they're especially influential in the choice of office products. That's why so many of America's top manufacturers of office supplies and equipment advertise to these young women through TODAY'S SECRETARY. It's the only publication with a nation-wide, ABC-audited circulation of secretaries in business and training. Your selling message is seen by 151,000 paying subscribers, plus 345,000 additional pass-along readers monthly. Phone or write for Fact File on TODAY'S SECRETARY and the secretarial market.

TODAY'S SECRETARY
...the magazine that sells the secretary—sells the boss

A GREGG-McGRAW-HILL PUBLICATION • 330 WEST 42ND STREET, NEW YORK • LONGACRE 4-3000

TODAY'S SECRETARY

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1960 50,026

HELP WANTED

ADVERTISING DIRECTOR

National distributing organization has immediate opening for a man of outstanding ability thoroughly familiar with Supermarket advertising, Promotion and Merchandising. Must be creative and capable of bringing a fresh and imaginative touch to newspaper, radio and television retail food advertising, qualified to train and direct layout men and a good public speaker.

He will have charge of all advertising activities, major sales promotions and coordination of merchandising programs—a rare opportunity for the right man who is alert, flexible in his thinking and ambitious to grow with an expanding organization.

Midwest location—some traveling. Send complete resume and a recent picture with application indicating salary requirements to:

Box 4980, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
154 E. Erie St., SU 7-2255, Chicago

ADVTG. SPACE REPRESENTATIVE

College graduate, experience in advertising, graphic arts or related fields helpful. Sales experience not necessary but sales aptitude and interest essential. No interviews granted without personal letter of application and resume. **Clissold Publishing Co., Dept. AA, 105 West Adams Street, Chicago 3, Illinois.**

INDUSTRIAL COPYWRITER

N. Y. 4-A agency looking for strong, experienced writer of promotional literature as well as advertisements. Send resume and salary requirements.

Box 4981, ADVERTISING AGE
630 Third Ave., New York 17, New York

MOLENE PERSONNEL SERVICE

publicity — editors
adv. managers — copywriters
artists — media — production — sales
"All is grist which comes to our mill."
ANdover 3-4424, 105 W. Adams St., Chgo 3

Want higher salary, better opportunity, security? "NER" reports on hundreds of $7,000-$35,000 job openings monthly. Get free copy. **National Employment Reports, 20 E. Jackson, 902-G, Chicago 4.**

TOP OPPORTUNITY

for top-flight copywriter with retail advertising experience. Essential requirements include ability to handle retail campaigns for a leading men's shoe manufacturer, meticulous attention to detail and budget-consciousness. However, ability to write copy most important requisite. Salary commensurate with ability. Immediate opening—act now! **Call H. F. Pfister, FREEMAN SHOE CORPORATION, Beloit, Wisconsin, EMerson 5-6665.**

Looking for right secretary to take the lead in publicity department of growing Michigan Avenue company. Would be helpful to have production department experience or general PR background. Need aggressive secretary anxious to contribute to firm's growth and own personal advancement. **Contact B. Macey, CEntral 6-0633.**

COPYWRITING STUDIO
Confidential Work

the copy shop

Add 26 copy experts to your staff—but not to your payroll—get a top creative team for a pre-agreed per-job fee.

Persuasive Communication
any kind — any medium

MU 3-1455
270 madison/ny 16

POSITIONS WANTED

For promotion of diet, weight control food product or equipment, a man—56—whose appearance and personality are superb testimonials of health and vitality. Sales and executive background.

Box 4982, ADVERTISING AGE
630 Third Ave., New York 17, New York

ART DIR., DISPLAY MANAGER
FORMER PARTNER OWN STUDIO

desire pos. with agency or corp. on sales prom. and P.O.P. material. Experienced in design, prod., purch., contact.

Box 4983, ADVERTISING AGE
630 Third Ave., New York 17, New York

Brilliant, Versatile Copy Exec.
Seeks $20,000 or better New Job
Box 4940, ADVERTISING AGE
630 Third Ave., New York 17, New York

Marketing, Merchandising & Broadcast experience in food, beverage & beer field.

Box 4984, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING-MERCHANDISING MGR.

A real pro, known for results. Outstanding record Advertising-Sales Promotion Mgr., Merchandising-Sales Training Mgr., three of nation's sales leading manufacturers consumer, industrial, agricultural products. For details, P. O. Box 575, Atlanta 1, Ga.

INDUSTRIAL SPACE SALESMAN
13 yrs. exp. industrial publications
Cleveland—Ptgh. Detroit seeks
connection with reliable publisher
Box 4985, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

STRONG RETAIL BACKGROUND

Department store AM with 10 years in all phases retail advertising-promotion, contact experience. Wants N.Y. area job with agency or advertiser.

Box 4986, ADVERTISING AGE
630 Third Ave., New York 17, New York

8 Year Agency Writer. Heavy on creaTVty, can interview 5 figures to July 1 only.

Box 4987, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

DIRECT MAIL

Mass mailing house account executive with proven sales and management ability looking for sales position with opportunity of working into managerial position.

Box 4988, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE DESIGN/LAYOUT MAN

13 Yrs. Exp. "Top Drawer" Creativity. "One-Man-Art-Dept." Lettering. All Phases Prod. These Samples MUST BE SEEN!

CHICAGO • ROgers Park 4-6937

WRITER

Mother Language Spanish. Will give your firm the prestige of writing Spanish copy without embarrassing "direct" translations. Interested?

Box 4989, ADVERTISING AGE
630 Third Ave., New York 17, New York

LAYOUT-RETOUCHING-ART DIRECTOR

Tired of the race. Want position with company or small agency. On the board or supervise. 12 yrs. ex. national acc'ts. Married, family, 32.

Box 4990, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WANTED!
2-3 MAN ART STUDIO

to share modern premises for busy commercial art service. Must have own billing. We will also supply with work. Excellent N.Y. location.

BOX 787, ADVERTISING AGE
630 Third Ave., N.Y. 17, N.Y.

POSITIONS WANTED

SEEKING AGENCY GOING PLACES

30, BBA adv., 6 yrs ad experience, wants assistant ad mgr or A.E. spot. Resourceful & creative. **Al Cooper SH 3-8952, Springfield, Mass.**

EXPERIENCED Adv. space salesman, now employed, wishes change. Contact **Buddy Harak, 925 S. Sherbourne Dr., Los Angeles, 35, Calif. OLympia 2-4414**

ADVERTISING COPYWRITER

Professionally trained advertising man, BA and BJ degrees. Ten years experience in retail and industrial advertising. Thorough knowledge of layout and the graphic arts.

Box 4991, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TV-MOT. PIX-AV

TV-Client Programming bg., Bus. Mgr., Films-Prod. Mgr., Writer-Director, Editor, AV-Producer, Meeting Mgr. Your choice.

Box 4951, ADVERTISING AGE
630 Third Ave., New York 17, New York

MARKETING AND RESEARCH
DIRECTOR

Master's Degree. Age 37. Experienced in marketing, planning & research of consumer products. Direct studies; evaluate markets, products, advertising. Keen analyst, heavy statistics. Capable administrator. Seek growth opportunity. Will relocate.

Box 4992, ADVERTISING AGE
630 Third Ave., New York 17, New York

RESEARCH CHICAGO ON-TARGET: Dynamic Chicago market research tailored to your needs. Specific market data, garden-variety fact-finding, special studies from inception to final report, field work—you name it. Write for details, outlining your requirements.

Box 4993, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

DISPLAY DESIGNER

is looking for a challenging opportunity with an eastern manufacturer of consumer products. Accomplished designer-director experienced in planning, designing and production expediting. Married, family. Salary requirements secondary to growth-in-job potential.

Box 4994, ADVERTISING AGE
630 Third Ave., New York 17, New York

National Project For Lease or Sale

A grass roots of America project sponsored by blue chip accounts offered for lease or sale to responsible promoter or promotion firm. Documentary evidence of performance, assured income and a new type of project registered U.S. Patent Office. Write on letterhead for appointment.

SPECIAL EVENTS, INCORPORATED
924 Lincoln Rd., Miami Beach 39, Fla.

ADV. ACCT. EXEC.
FOR FOODS

Challenging opportunity in food accounts justifies staff expansion. We need alert, creative-minded account executive with good experience with food clients. Must be sound advertising man. V. D & C is a ten million dollar 4-A Agency serving a distinguished list of clients—good growth record—excellent reputation—full employee benefits. Send written resume (be sure to include present annual salary) to:

Robert E. Daiger, President,
VanSant, Dugdale & Company,
15 East Fayette Street,
Baltimore 2, Maryland.

REPRESENTATIVES WANTED

SALES REPRESENTATIVES NEEDED

New electronics publication needs sales help in key areas. Requires time, energy and follow-up ability necessary for putting across a new publication.

Box 4995, ADVERTISING AGE
630 Third Ave., New York 17, New York

28 year old monthly bldg. trade pub seeks reps in all key areas throughout U.S. Excellent opportunity for right men. Write

Box 4977, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVES AVAILABLE

Experienced Publishers' Rep. Chicago area. Available to represent additional pubs.

Box 4733, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SMART, COMPETENT SALES
HANDLING

For quality consumer magazine that needs 4-A agency coverage from N.Y. base to counter competition and meet potential.

Box 4996, ADVERTISING AGE
630 Third Ave., New York 17, New York

BUSINESS OPPORTUNITIES

TRADE PUBLICATION FOR SALE. Circulation 35,000 in light construction field. Excellent opportunity for growth with proper sales effort. Present publisher desires to sell due to other responsibilities.

Box 4996, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

For Buying and Selling
PUBLISHING PROPERTIES
contact
W. B. GRIMES & CO.
—Media Brokers—
2000 Florida Avenue, N. W.
Washington 9, D.C.
DEcatur 2-2311

BOAT TRADE PAPER FOR SALE

A lot of money and sweat went into starting this trade monthly, now in its third year in the boating business. Grossed $60,000 in 1960 for a small profit. But I am too involved with our older shipping weekly, and new political responsibilities, to give this magazine the loving care it needs. News format. Audited circulation covers 19 Western States. Strong reader response. One man working like the devil can handle the whole book. Production costs are low. Reasonable price and terms. Write or call: **John M. Haydon, Western Marine Dealer, 79 Columbia St., Seattle 4, Wash. Mutual 2-2484.**

SPACE SALES OPPORTUNITY

We are seeking an experienced industrial space salesman to establish a Chicago Office and cover Midwest territory. Well established audited publications. Excellent potential with salary, plus commission and expenses. Send complete resume in confidence to:

Jerome R. Peskin, Publisher
Ceramic Publications, Inc.
2728 Euclid Avenue
Cleveland 15, Ohio

LOWER FEES—BETTER JOBS

COPY food, R, TV	15-18M
COPYWRITER agency b g	10-12M
PRODUCT MGRS 3, packgd food, age to 35	10-16M
MEDIA MGR agency all areas	10-12M
ADV. MGR. financial inst.	12-16M
A.E. packaged foods	10-14M
ART DIRECTOR pub. firm	8-12M
ART DIRECTOR top agency	12M
ART DIRECTOR growing agency	8M
LAYOUT ARTIST dept. store	8M
HEAD ART INSTRUCTOR home study course	8-10M

Send 2 Complete Resumes
Including All Past Earnings

WALKER
83 So. 7th St., Minneapolis, Minn.

MISCELLANEOUS

CALLING ALL TYCOONS

THE ULTIMATE IN SOPHISTICATED LIVING. CONTEMPORARY BLUE STONE RESIDENCE NEAR THE LAKE IN KENILWORTH. STUDIO LIVING ROOM, HUGE 2ND FLOOR FAMILY ROOM, 5 BEDROOMS 4½ BATHS, INDOOR SWIMMING POOL. "THIS IS NOT FOR THE CLIMBER. THIS IS FOR THE MAN WHO IS ON TOP AND HAS BEEN THERE FOR SOME TIME."

MITCHELL BROS. INC. REALTORS
2548 GREEN BAY RD.
EVANSTON ILLINOIS.

Publishers Attention

Complete presswork, binding, mailing facilities available for short run publications. Attractive trade prices. High speed service. New York area.

Box 4997, ADVERTISING AGE
630 Third Ave., New York 17, New York

APPLICATION PHOTOS
25 FOR $1.50

Finished on portrait paper, size 2½x3½. Send good head & shoulders photo. Your photo will be returned unharmed. **Quality Photo Laboratories, Hutchinson, Kansas.**

35mm COLOR SLIDE DUPLICATES

made from your master transparencies as low as 9½¢ each. Write for sample slides, full information to:

WORLD IN COLOR PRODUCTIONS
Box 392-F, Elmira, N. Y.

TOP HAND FOR YOUR
ART DEPARTMENT

Presently employed by Top Midwest Agency, fifteen years of varied experience in all phases of commercial art qualify this man for a top position on your art staff. Can quickly put this background to work for you, thrives on hard work. Prefers Midwest or South location. Resume on request. **Box 785, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.**

TO A SUCCESSFUL
GROCERY MERCHANDISER
WILLING TO LISTEN

Large AAAA agency, Midwest, has opening for seasoned account executive grocery merchandiser, for account investing over $2,000,000 in commissionable advertising. Must be a pro, a solid merchandising man. Experience should include chain store and/or manufacturer experience, as well as possible previous successful agency experience. Long on current ideas for creative grocery merchandising. Optimum age 40—either way a little. Salary $15,000—either way a little. A man that can help the client with growing complexity of his multi-product merchandising problems, and growing competition. A fast producer, a button-upper. Solid and real, not a phony. One who can contribute new concepts in grocery merchandising, as well as adaptation of past successful operations. A man who is orderly in complex marketing situation, long on follow-through, follow-up and keeping deadlines. A man with considerable vigor and personal stamina. One with courage both at the agency and in front of the client, yet able to work smoothly at both levels. Send details in confidence to:

Box 786, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

We Need...

1 CONSUMER ADV MAN

Consumer Advertising. We are seeking a college graduate, under 35, with broad experience in all areas of consumer advertising. He may have worked for an agency, a client, or both. His functions will include participation in the market planning for consumer packaged goods and the execution of the advertising and promotional programs for them, under the direction of a supervisor.

1 INDUSTRIAL ADV MAN

Industrial Advertising. Position open for college graduate, under 35, with a minimum of five years of basic industrial advertising experience. He will serve as a staff man responsible for certain plastics advertising programs under the direction of a supervisor. He will participate in the planning and execution of advertising objectives, budgeting and programming for a variety of products serving many industries.

These positions are open at Dow's general offices in Midland, Michigan. Salaries will be commensurate with experience and ability. The best in fringe benefits. If you meet the above qualifications, write in confidence, giving complete resume and salary requirements.

WRITE TO:

W. D. Boone, Adv. Dept.
The Dow Chemical Company
Midland, Michigan

DOW

LEAD-PRODUCING COPYWRITER WANTED

We are a well-established, fast-moving, solidly financed Chicago agency. Recent accelerated growth calls for addition of highly experienced top flight copywriter, with proven record of lead-getting results in all media. A true craftsman is needed to have the maturity, presence and background required. The man we are looking for will be in his late 30's or middle 40's. He will be a thoroughly experienced specialist in drug, health-product, insurance and other sales-lead pulling advertising. Rapid, prolific and expert writing ability is required. He will remain stable under pressure and function as part of a mature, professional team where his work and opinions will be respected.

To the right man we offer the compensation due his ability; opportunity to express himself creatively; a license to work hard, and plenty of room for advancement.

Please send complete confidential resume with recent snapshot and covering letter. Our staff knows about this opening.

Box 793, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

TRADE MAGAZINE

for sale. Monthly, low circulation, second class, audited. Gross $90-$100,000 this year, fit well into multi-publication venture. Needs national sales representation—gross could be increased 50% in year with sales coverage in Mid-West, East. Two local space salesmen work exclusively for company, could handle extra publications, would like chance at extra income. Both proven, reliable, have been with company several years. One man handles editorial part-time, could continue for several months, remain as consultant indefinitely. Magazine serves special field, international in scope, opportunity for special issue almost every month. Purchase price $80,000 or will option to reputable firm wanting to take over national sales and increase space before buying.

Reply Box 773, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

EASTERN SALES MANAGER WANTED

for metalworking and manufacturing book with quarter million dollar potential to four Eastern states. Excellent future for aggressive, knowledgeable, mature salesman who knows basic metal markets.

Ten to twelve grand, plus profit sharing, to start. Be specific with photo in reply to **Box 788, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.**

TAKE

the fifty states from coast to coast; throw in Canada and sometimes Mexico. Now you have some idea of the area we serve.

People with ideas are what we want.

Advertising and Promotion firms come to us looking for you. We have over thirty years experience as the nation's talent clearing house.

Are you looking for something like this:

GRAPHIC ARTISTS

Art Dir. (TV-Minn.)	$15,000
Art Dir. Comp & Illus. (Tex.)	12,000
Design Illustrator	11,000
Top Layout (Studio)	10,000
Layout Artist (Ind.)	10,000
Package Designer (Ind.)	9,000
Films Art Director	8,000
Retoucher (to head dept)	8,000
Fashion Artist (Studio)	7,200
Layout (Agency)	7,000
Ass't Art Dir. (Fla.)	7,000
Production Keyline	7,000
Ass't Designer (Publ. hse.)	6,000
Layout (Consumer)	6,000
Layout (Bus. Forms)	6,000
General Artist (Studio)	5,000
Girl Apprentice (Studio)	OPEN

COPYWRITERS

Industrial	$12,000
Farm Equipment	10,000
Consumer	10,000
Food	8,000
Cosmetics	7,500
Textbook Editor	6,500
Catalogue	5,800

PUBLIC RELATIONS

Writer (Medical)	$ 8,500
Writer (Some steno)	5,000

SALES

Yng. Salesman/Films base	$ 5,200
Sales Promotion Writer	6,500

SECRETARIAL

Sec. to Media Director	$425 mo
Ass't Traffic TV (Agency)	425 mo
TV Hand Biller	400 mo
One Girl Office (Agency)	400 mo
Sec. to Production Mgr.	375 mo
Sec. to Account Executive	365 mo
Receptionist (Studio)	350 mo

BETH TURNBULL/GRAPHICS COUNSELLOR
M. L. BARNARD/ADVERTISING COUNSELLOR

BARNARD PERSONNEL
220 S. State St./Chicago 4/WA 2-2306

Our 50th Year

ASST. EDITOR—Nuclear field excel. poten. Chicago pub. $8,000
SPACE SALESMAN—30-35 some exp. trade paper 7,200
COPYWRITER—good oppty. for girl int. in copywriting career 5,200

MANY MORE—MAIL RESUME

GLADER CORPORATION
110 S. Dearborn St., CHICAGO, Ill.
Phone: CEntral 6-5353

EASTERN BASED NATIONAL ADVERTISING AGENCY SEEKS CHICAGO OR MINNEAPOLIS AGENCY INTERESTED IN MERGING

Replies Will Be Held Strictly Confidential

Box 792, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

DON HARRIS FOUND . . .

his files so helpful that he needs only two this week. Calls for food AE's and TV-print writers ate into his reserves.

TV-PRINT WRITER-SUPERVISOR. A non-formula man, creative in concepts as well as words $17,500-$20M

ACCOUNT EXECUTIVE, creative in food-store merchandising, promotions, problem-solving. Major agency. National-brands client. "Around 40" to $16,500

DON HARRIS, DIRECTOR
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago WA 2-9400

Fine, Fast, Fairly Priced Photography

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DEARBORN 2-1062
187 NORTH LASALLE STREET CHICAGO 1 ILLINOIS

PUBLICITY COMMERCIAL
CONVENTION INDUSTRIAL

FREE:
SAMPLE DISTRIBUTION

Introducing a new product in the Chicago area? We will distribute—without charge—up to 100,000 samples or other worthwhile items per week. We can hand them individually to employed workers, men and women, representing a weekly buying power of $9 million. (We know—we cash their pay checks.) Our reward is the good will we create. Send details including nature, size and weight of item you want distributed to

Mel Thillens
Thillens Checashers
2351 W. Devon Ave. Chicago 45, Ill.

CHICAGO EMPLOYERS

We have Well Qualified

- Copywriters
- Advertising Managers
- Asst. Advertising Managers
- Account Executives
- Radio & TV Men
- Production Managers
- Artists
- Editors
- Writers
- Photographers

Illinois State Employment Service
Professional, Sales & Clerical Office
73 West Washington Street
Financial 6-3960

NO FEES CHARGED
Employers or Workers

ADVERTISING AND SALES PROMOTION MANAGER—RETAIL EXPERIENCE

A nationally known manufacturer of consumer soft goods, located in midtown Manhattan is presently in search of an Advertising Director for its internally owned and managed Advertising Department. We are looking for an intelligent and ambitious individual in his or her thirties who has the following qualifications:

1. GOOD ADMINISTRATIVE ABILITY TO MANAGE A DEPARTMENT OF SEVEN PERSONS
2. KNOWLEDGE OF ART, LAYOUT AND PHOTOGRAPHY
3. EXPERIENCED IN SPACE BUYING FOR NATIONAL PUBLICATIONS
4. SOME UNDERSTANDING OF OFFSET PRINTING
5. KNOWLEDGE OF POINT OF SALE AND SALESMEN'S PRESENTATIONS
6. RETAIL DEPARTMENT STORE EXPERIENCE

This is a particularly interesting and attractive opportunity for the individual who is qualified. We are a modern, forward looking organization offering to our management-team pleasant working conditions and liberal company benefits. Reply by resume

Box 791, ADVERTISING AGE
630 Third Ave., New York 17, N.Y.

BIRCH
Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

AGENCY NEEDS FARM WRITER

We need a writer, with solid farm background, who knows what's happening on farms today and can write both print and radio copy that proves it. Sound, $10-million plus agency is on its way up in a beautiful midwestern city where Suburbia is only a 25-minute drive from the office. Send complete resume, recent photo, if available, and salary requirements to:

Box 789, Advertising Age
200 E. Illinois St., Chicago, Ill.

CREATIVE HOUSE
PERSONNEL

IS THERE A REMBRANDT IN THE CROWD?

We have a top agency spot for an art director who wants to bloom like a rose.

The job is for an artist who has been making at least $25,000 per year—or maybe a heck of a lot more.

This is no job for an executive finger pointer.

It's for a man who is still on the board, loves to work on the board, and just can't keep his talented cotton pickin' hands off the board.

If Bob Gage doesn't want to leave Doyle Dane, or if Otto Storch still loves McCalls, we'll settle for the next best thing.

Could it be you?

P.S.: We've got some interesting jobs for some near-Rembrandts, too.

DO TV BOYS EVER READ PRINT ADS?

Maybe we should run this in storyboard form or post it in the Playboy Club.

But can't you TV guys read?

We have some of the choicest jobs in the business for the bright ones who know how to write commercials that keep Dad from running out for a beer (unless he happens to be at his favorite bar.)

So if you've done more than one-camera live ones for Klein's Klassy Klothes, come on in.

We're tired of talking to hacks whose only proof of aliveness is that their breath frosts a mirror.

DID WE LEAVE YOU OUT?

We have top jobs in every field of advertising — whether you're a secretary or an account executive who thinks Gregg is Peck's first name.

We just can't list them all because we're still determined that Sid Bernstein is going to get his next Cadillac with his own money, not ours.

JACK BAXTER KNOWS ADVERTISING
ADVERTISING KNOWS JACK BAXTER
41 E. OAK • CHICAGO 11 • DE 7-0001

SPACE SALESMAN

Trade publication in Feed Manufacturing field seeks space salesman with proven ability in feed or allied field. Eastern New York area. Exceptional opportunity with long-established company. Extraordinary fringe benefits. Salary commensurate with experience. Our staff knows of this ad. Send full resume.

Box 784, ADVERTISING AGE
630 Third Ave., New York 17, N.Y.

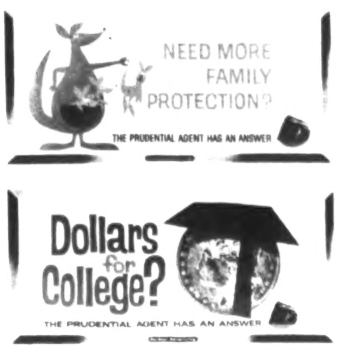
REGISTERED NURSES LIST FOR DIRECT MAIL RENTAL

160,000 paid subscribers to RN Magazine. A.B.C. audited. Geo-alpha on Speedaumat. No dups. Address direct or on Cheshire. Full list $7.50M; 25-159M $10.50M; under 25M $15.00M. No extra charge for state selection. Special rates for nursing specialty selection. Postal will bring brochure and details promptly. RN Addressing Service, 310 Orchard St., East Rutherford, N. J.

WE COVER OUR OWN OVERHEAD! WHAT IT TAKES TO RUN OUR BUSINESS IS OUR EXPENSE—NOT YOURS!

Association of Publishers Representatives
310 East 49th St.
New York 17, N.Y.
90 MEMBERS

APR


NEED MORE FAMILY PROTECTION?
THE PRUDENTIAL AGENT HAS AN ANSWER
Dollars for College?
THE PRUDENTIAL AGENT HAS AN ANSWER

TWO TO A MARKET—*Prudential Insurance Co. of America, Newark, N. J., last month launched its first outdoor ads in its eastern division. The campaign will employ two designs in each of 30 markets. Reach, McClinton & Co. is the agency.*

Anti-Litter Push Set

The Advertising Council, New York, is urging Americans to "travel clean" this summer in a new campaign for Keep America Beautiful Inc. David F. Beard, director of advertising of Reynolds Metals Co., Richmond, is national coordinator of the project. The theme of the campaign, "Every litter bit hurts," was created by Dancer-Fitzgerald-Sample.

BIG RESULTS

from small ads in the classified section

Your low-cost message in The Advertising Market Place gets exceptional results because it hits over 177,000 top marketing men who are in the mood to hire, buy and sell. Gamble a few dollars with the coupon below, and stand by for fast action!

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of **$18.75** per column inch, and card discounts, size and frequency apply.

I am enclosing $________

My Name________
Street________
City________ Z___ State________

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St.
Chicago, Illinois

4041 Marlton Avenue
Los Angeles 8, Calif.

McGavren Adds 3 Stations

Daren F. McGavren Co. has been appointed national representative for WMGM, New York; WNOE, New Orleans; and WPTR, Albany, N. Y., effective July 1. WMGM formerly was handled by George P. Hollingbery Co.; WNOE has been handled by Avery-Knodel; WPTR has been represented nationally by Robert E. Eastman & Co. Foster & Creed will continue to represent WPTR in New England. Don Wilks, formerly with Good Music Broadcasters, has joined McGavren's New York sales staff.

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& BUSINESS CARDS

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Broiler Group Sets $400,000 Drive to Improve Retailers' Chicken Ads

'Dissipated Image' of Chicken Seen Result of Paltry Poultry Push

NEW YORK, June 14—The National Broiler Council, egged on by chicken production, which has tripled since 1950, has decided to do something about the paltry promotion of poultry at the retail level.

In short, the council said, the way ready-to-cook broilers have been advertised in newspapers by grocers has been for the birds.

Moreover, retailers' profits with broilers have gotten all fouled up as chickens have been "footballed" as loss-leaders to build store traffic.

■ "Once upon a time," said Frank Frazier, exec vp of the broiler group, "a Sunday chicken dinner was the hallmark of a family's weekly dining. Not so any more." He said the council was out to repair "the dissipated chicken image," by "shifting our emphasis to successful promotion techniques."

"The fact of the matter is, technology in the barnyard has been outstripping the industry's ability to market the birds," said Mr. Frazier, as he described the first $100,000 leg of a $400,000 campaign the council's cooked up to remedy the situation.

The drive is powered by a merchandising kit, heavily oriented along mat and point of sale lines, which the council is offering free to U.S. supermarket chains and independent grocers. It grew out of a study headed by its merchandising consultant, William Nigut, who clobbered the lackluster, unappetizing ways in which stores have pushed broilers in ads.

■ Plucking a bunch of full-page grocery ads at random, Mr. Nigut selected one: "Look at this chicken illustration used by A&P stores—they're the biggest in the field. The chicken looks terrible. Or this ad from Star Markets in Boston—would their chicken picture sell chicken? Ugh!

"The consumer doesn't visualize a product like this in its raw form. She sees it on the table, looking appealing," he said, hammering away at ads showing naked, uncooked birds.

Mr. Nigut said the industry's promotion has been in such a sorry state that (1) some grocers in the same cities are featuring the "same lousy chicken pictures as their competitors," and (2) ads run in September, October and November feature none other than the same, tired illustration used in August.

■ The council, he said, had gone directly to retailers, themselves, to find out what was needed. "We wanted to learn," said Mr. Nigut, "how retailers believed consumer demand could be increased at a profit and what marketing tools could enhance broiler merchandising." Some 31 supermarket chains were used in the project, he said.

"We found that chains were desperate for something new—something besides low prices to push broilers. And, after all, when you consider the newspaper, radio and tv advertising the chains do, you realize they're the greatest communicators of chicken messages in the world."

Mr. Nigut said retailers also told the council that (1) broilers are the top traffic-builder for meat departments, and (2) chicken sales rank only behind beef, in fresh-meat tons.

■ The council merchandising kit (the first is for summer, others will follow) hits hard on a "weight watcher" theme ("low calorie, high protein"), and includes one-color, four-color and duotone mats of chicken—looking cooked and ready to eat—along with drop-in recipes and copy hints ("Summer meals start clickin' with chicken"), and four-color point of sale posters.

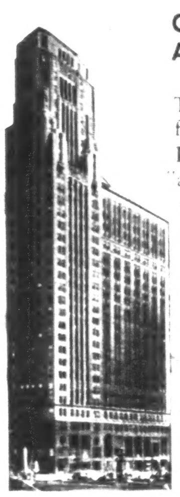
The kit was worked up by the council's agency, Cargill, Wilson & Acree, Richmond, Va. The 1961 campaign represents a healthy boost over 1960, when $100,000 was the total for pr, research, and general promotion—but no advertising.

■ In addition, the council looks for more in-store tie-ins like the ones which, in months past, have linked ad forces with Accent, Kellogg's, Pet milk, Reynolds Wrap and Wesson oil. A tie-in with the Cling Peach Advisory Board (including newspapers and magazines) reportedly has been set for fall.

"You'll notice that even though we have a big crop to move, we're rolling up our sleeves and doing the job through advertising. We're meeting in New York, not Washington," said one official of the broiler group, which has 800 members including 100 processors (which market about 75% of U.S. broilers), and growers and feed manufacturers.

■ U.S. per-capita consumption of broilers (8.7 lbs. in 1950 compared with 23.5 lbs. in 1960) has stayed abreast of production (631,000,000 broilers in 1950 versus 1.79 billion, amounting to 4.49 billion pounds, in 1960).

(The *Wall Street Journal* this week reported that, because of over-production of broilers, live fowl prices in the Delaware-Maryland-Virginia producing area are 30% below those of a year ago, and that chicken-raisers are reducing egg hatching to help stop the drop—which is affecting other U. S. meat prices as well.) =



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The Journal-American heads up the New York evening newspaper league with over 639,000 fan-families! That's 160,000 more circulation than the World-Telegram and Sun and 295,000 more than the Post. Every evening the Journal-American is the big hit in New York City and suburban homes. Is your advertising profiting from this?

NEW YORK
Journal American

Represented Nationally by Hearst Advertising Service Inc

Rowell Joins World Wide

World Wide Information Services, New York, has named E. N. (Pat) Rowell, formerly with *Family Weekly*, a vp and account supervisor.

Sylvania Names 3 Co-op Men

The electronic tube division of Sylvania Electric Products Inc. has appointed three specialists to initiate and oversee cooperative ad programs for Sylvania electronic parts distributors. Henry H. Cunningham, formerly with Schlage Lock Co., is headquartered in Burlingame, Cal. Thomas A. Foster, previously with J. Walter Thompson Co., is responsible for the eastern and southern region with headquarters in Teterboro, N. J. Mark L. Green, formerly with Campbell-Ewald Co., is responsible for the midwestern region and is headquartered in Melrose Park, Ill.

Anderson Named Ad VP

Richardson-Merrell, New York, has appointed Edward P. Anderson, exec vp since 1957, to the new post of senior vp of advertising, effective July 1. He will be concerned with advertising in the company's 10 divisions and will supervise Morse International, a subsidiary. Richard D. Waters, president of Vick Chemical Co., succeeds Mr. Anderson at the parent company while continuing his position at Vick.

McManus Joins Realtor

T. J. McManus has resigned as a vp in the national sales department of MCA TV, tv film distributor, to join O'Malley Investment & Realty Co., Phoenix.

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Boddorf
Mrs. Anderson
Anderson
Mrs. Hoffman
Peterson
Hoffman

Stammers
Mrs. Stammers
York
Mrs. York

AIA CONVENTION—*Relaxing during the annual convention of the Assn. of Industrial Advertisers in Boston were James E. Boddorf, Architectural Record; Mr. and Mrs. James Anderson, F. W. Dodge Corp.; Eugene L. Peterson, Russell T. Gray Inc.; and Mr. and Mrs. Harry Hoffman, Hoffman, York, Paulson & Gerlach. A contingent from Canada consisted of Mr. and Mrs. Harry Stammers, Ronalds-Reynolds; and Mr. and Mrs. Peter A. York, Amalgamated Electric Corp. Mr. York is president of the Toronto AIA chapter.*

Boston Adman Tells Hypothetical Plan for Marketing Bedpans

BOSTON, June 14—Touching on one of the pressing (and perennial) problems of the business, Clifford Stubbs, vice-chairman, Henry A. Loudon Advertising, today urged industrial admen to "get into the design act" and, though the bedpan is scarcely an industrial product, he proved it to be a worthy example in his attempt to explain the problem.

Citing a new dog food, liked by everyone except the dogs themselves, Mr. Stubbs challenged the AIA conference: "Are we industrial advertising men going to sit mute and unconcerned while our planners, designers, engineers, and others come up with new or redesigned gizmos—perhaps merely refinements of competitive gizmos—that the dogs don't like either? After all, we've got to market them.

AIA Meeting

"I say it's time you extended your area of influence to include the design act—because for your own sake, you should selfishly want the highest degree of marketability designed right into your company's products.

■ "Part of your role, certainly, is to administer market research and to interpret to your designers the real needs and wants of your market—and to add the marketing man's magic ingredient: Creativity."

Examining the problem of welding marketing research and applied design, Mr. Stubbs chose a time-honored object to prove his point—the bedpan.

"To my knowledge, it has had little or no design improvement for centuries," he said.

First, then, some market research. "Where, and who," he asked, "is the market? Fortunately, for this product, it might be any man, woman or child on earth. Perhaps, however, data under S.I.C. 5719, or material from the National Assn. of Master Plumbers, could help us eliminate some of the fringe areas."

Mr. Stubbs delineated the findings of the market survey:

1. It is used by about the same proportion of men, women and children.

2. The largest market is rural. Women make the buying decisions. Color rates as an important buying factor. Customers would be willing to pay more for better products. Units have a rather high average age of 31 years. Altogether, 97% of users are dissatisfied with the present design. Average clearance between bed and floor is 10". Most people are right handed.

■ The survey also pointed up some customer dissatisfaction with the current product: Uncomfortable. Hard to clean. It's cold to the touch. No tissue. It's unattractive. And it's hard to find in the dark.

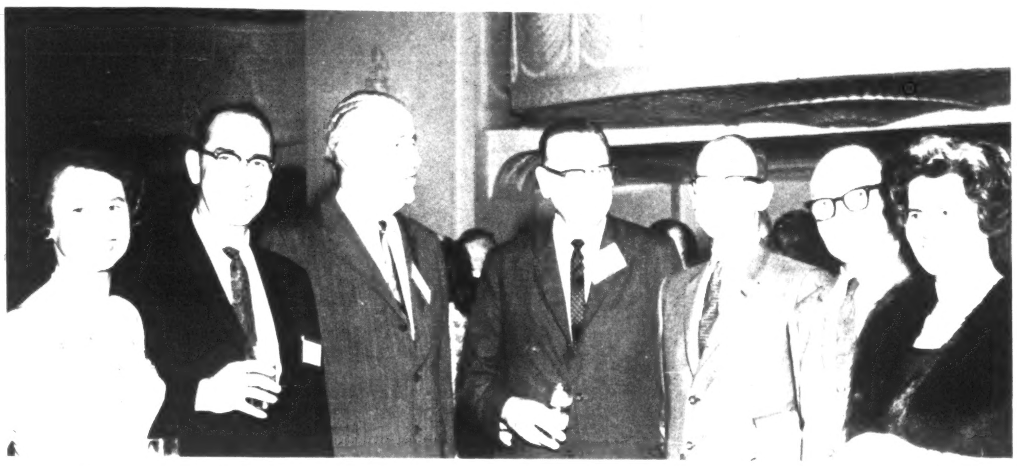
Out of all this emerged an unmistakable conviction, he added, that "a complete re-design job seemed to be called for."

Mr. Stubbs pointed out that the resulting design procedure was geared not merely to meet with consumer needs and wants, but also to make a profit for the manufacturer and stockholders. The design project ranged over the years to embrace models reminiscent of a Grecian wine jar and a fine pyramidal object, which, however, despite its clean lines, would be difficult to produce, too high for the average modern bed, hard to get hold of—"and imagine the concern of those who forget to lift the lid."

■ As he illustrated the systematic steps of the design process with color slides, Mr. Stubbs finally revealed the end-result of the project: A cube with a lid; a seat as anatomically correct as could be; the whole thing 10" high (the maximum height suggested by research); plus a standard roll of tissue, supplied as part of the package in a convenient storage place suited to the fact that research also had indicated the majority of users to be right handed.

The final product also embodied a choice of color and an electric plug-in heating unit for those cold winter nights.

The conference by acclamation endorsed his final comment: "I think it's a safe bet that few people in this audience have ever analyzed their own company's markets and products as closely as I have this hypothetical example of mine." ≠



HAPPY FACES—*Harold W. Hoffman, U. S. Steel, found himself with a congenial group from Fortune during the Assn. of Industrial Advertisers meeting. The Fortune group consisted of Mr. and Mrs. Harry A. Precourt; Charles W. Hamilton; Gene Carlson; and Mr. and Mrs. John R. Howell.*

F&S&R Names 8 in Chicago, Pittsburgh, Cleveland, N.Y., L.A.

Fuller & Smith & Ross has appointed Walter C. Raithel an account supervisor, John M. Handley an account executive and Peter Murphy a copywriter in its Chicago office. Mr. Raithel formerly was a vp of Batten, Barton, Durstine & Osborn; Mr. Handley was with Buchen Advertising; Mr. Murphy was with Andrews Agency. Len Hall Jr., formerly with BBDO, New York, has been named manager of creative services in the F&S&R's Cleveland office. Charles H. Hanson, formerly with McCann-Erickson, has joined F&S&R's Pittsburgh office as creative director. Hoyt E. Allen, formerly with Foote, Cone & Belding, has joined F&S&R's New York office as executive producer assigned to Alcoa's commercials. In Los Angeles, F&S&R has named George Rosenthal, formerly a free lance magazine writer, a copywriter, and Allen Iftiger, previously with Lennen & Newell, a media buyer.

Sorenson & Co., Norwalk, Conn., a subsidiary of Raytheon Co., has named F&S&R, New York, to handle its advertising. Chirurg & Cairns formerly handled the account.

'La Prensa' Names Maione

John Maione, with *La Prensa*, New York, since September, has been promoted to assistant to the advertising manager.

Stubbs
Mrs. Stubbs
Janney
Mrs. Janney
Mrs. Tippett
Tippett

Mrs. Wilt
Wilt
Mrs. Cooper
Wentworth
Mrs. Wentworth
Cooper

INDUSTRIAL ADVERTISERS—*Among advertisers and wives present at the Assn. of Industrial Advertisers annual meeting in Boston were Mr. and Mrs. Clifford E. Stubbs, Henry A. Loudon Advertising; Mr. and Mrs. Richard W. Janney, McGraw-Hill; Mr. and Mrs. Stanley P. Tippett, Tippett & Co.; Mr. and Mrs. Harold A. Wilt and Mr. and Mrs. W. Standfield Cooper, J. Walter Thompson Co.; and Mr. and Mrs. Paul R. Wentworth, Eastman Kodak Co.*

Benrus Moves Back to L&N

(Continued from Page 1)

than $800,000 in 1960.

The reason advanced for the resignation, in summary, was that Grey was unable to move through the client organization the advertising it thought should be running.

Benrus admitted its ad expenditure was substantially below a 1959 peak (around $2,000,000), but said unit sales were high—including its Sovereign and Belforte lines, both of which have substantial private label distribution (*e.g.*, the Sovereign is Woolworth's Cameron watch).

■ In its first quarter report, Benrus reported a loss—something President Julian Lazrus said wasn't unusual for a first quarter, but he conceded that 1961's first quarter was "a little poorer than usual." He pointed out that Benrus now does 25% of its volume outside the watch field, and got a greater proportion of profit from activity in this area. For the fiscal year ended Jan. 31 it showed a $423,000 profit on a $23,408,000 sales volume.

Some observers thought the company's marketing was still missing the vigorous and imaginative direction supplied by the late Ralph S. Lazrus, who died in September, 1959. It was Mr. Lazrus who coined such unorthodox promotions as the flat $10 and $20 trade-ins on old watches for new Benrus watches in 1955, and the unconditional three-year guarantee of Benrus watches announced early in 1959.

■ For more than 30 years, the advertising affairs of Benrus Watch were inextricably involved with the late J. D. (Jack) Tarcher. It was his client in his own agency for many years. It followed him to Cecil & Presbrey; out of Cecil & Presbrey, when C&P folded, to Biow Co.; and out of Biow to Lennen & Newell in 1956. It left both Mr. Tarcher and L&N in October, 1958, for Grey.

Yesterday's Benrus shift again focused attention on the uneasy state of the watch business. Virtually every major watch maker has changed agencies within the past two years.

Why the unrest?

Two reasons: In the first place, the business is in the throes of tremendous change, brought on by an upsurge of the pin-lever watch. If the watch market is momentarily stabilized at something around 24,000,000 units, the pin levers more than doubled their share of market in the past decade, rising from one-third to two-thirds of the total.

■ As outlined in a study by Daniel Yankelovich, U. S. market consultant for the Watchmakers of Switzerland (AA, June 12), the pin-lever watches are moving up, and the more expensive watches are losing ground. While watch unit sales over a decade were rising 50% from 18,000,000 units to 24,000,000, the expensive watch—$75 and up—dropped in market share from 31% to 18%.

Actually, there had always been a sizable pin-lever market—mostly in novelty and children's watches. The emergence of pin-lever watches with style, good distribution, and advertised as watches every whit as good as more expensive types, turned out to be a revolutionary trend in the watch business—not inconsiderably assisted by the fact that charges for watch repair and cleaning were rising sharply. In many cases, this meant that a repair or cleaning bill on a jeweled watch came close to the purchase price of a new pin-lever watch. Thus a school of customers was developed whose unspoken motto was, "I buy a cheap watch, and when it doesn't run I buy another."

■ In the meantime, there was a profound shift away from traditional retail outlets. While it is conventional for every watch company to make representations that the jeweler is still the cornerstone of the watch business, it is increasingly evident that this is no longer true.

Nobody seems to be able to say with assurance what proportion of watch sales are now made through jewelers, but watch trade sources are under the impression that drug, candy, supermarket and discount outlets now account for the bulk of watch sales. The jeweler's high markup and low turnover rate made him a sitting target for the discounter.

By 1955, a survey by *Jewelry* showed watch sales had dropped from 24% to 18.5% of jewelers' total sales volume, and that jewelers' advertising budgets had taken this into account by devoting only 15% of their totals to advertising watches, as compared with 26% in the preceding year.

■ The Yankelovich study indicated that:

1. The jeweler is losing out as a source of both gift and self-purchase watches. From the end of 1957, when 62% of gift watches came from jewelers, the drop was to 39% at the end of 1960; self purchase fell from 58% to 42%.

2. Department store discount house purchases are rising, particularly in the gift market—which rose from 8% to 26%. For self purchases, this source showed an odd curve, starting at 17% for the end of 1957 and before, rising to 39% in 1959, and down to 29% last year.

Restless Watch Makers

In the past two years, the following watch manufacturers have changed agencies:

- **Benrus**—From Grey to Lennen & Newell.
- **Elgin**—From J. Walter Thompson Co. to McCann-Marschalk.
- **Bulova**—From McCann-Erickson to Sullivan, Stauffer, Colwell & Bayles.
- **Longines**—From Victor A. Bennett Co. to Kenilworth.
- **Omega**—From BBDO to Lester Harrison Inc.
- **U.S. Time Corp.**—From W. B. Doner to Warwick & Legler.
- **Croton Watch**—From Heineman, Kleinfeld, Shaw & Joseph to Lawrence C. Gumbinner Advertising Agency. =

3. All minor sources (mail order, drug, cigar stores, wholesale outlets, etc.) are showing an increase, but not a spectacular one. In the gift market this category rises from 19% to 24%, between 1957 and earlier to the end of 1960; in self purchase it starts at 24%, drops to 16%, rises to 28%.

In summary, the traditional pattern of distribution in the business is being considerably altered.

■ The second reason for the wave of account changes is simple: The advertising isn't working. This is of great concern to the watch manufacturer.

The watch business is no giant; at wholesale levels it amounts to about $300,000,000. Its advertising proportionate expenditure is high—around 10%. To hear manufacturers tell the story, there isn't any salesmanship anywhere in the retail field—if the prospect hasn't been sold by advertising, he isn't sold in the stores. The advertising has to do the whole job.

Also, obviously, if the drift is toward discount houses, cigar stores, etc., the probability is that no very detailed presentation of the values of a watch is likely between retailer and customer. It becomes a matter of (1) style, (2) the number of different watches available in a line, (3) price, and (4) being pre-sold by advertising.

Advertising is one of the items of expense the watch manufacturer can see very clearly. He expects it to be resultful. When sales aren't satisfactory, despite the complexities outlined, he tends to blame the advertising. When a watch manufacturer holds a sales meeting, advertising gets top billing. Salesmen are eager to see what the new advertising looks like, and they're critical of the advertising when they encounter resistance.

Hence a wave of account changes.

Nevertheless, in the background, watch manufacturer executives are inclined to say that there has also been a profound psychological change in the watch business. Once a watch was surrounded with emotion—a gift at graduation, or from one's fiancee, or on attaining one's majority.

A watch was an important gift and an important purchase. It was encased in precious metal, often engraved; the number of jewels it had was important to the purchaser. And it was supposed to be the gift of many years. People carried watches and attached sentimental value to them.

Times have changed. The army announced earlier this week that it had eliminated the watch pocket from its uniform trousers, and thus would save some $666,000 a year. Sentiment has largely given way to utility in watches.

■ The Yankelovich study emphasized this point as well. It asked respondents which of three statements applied to them—(1) an attitude that a watch is all that is needed, and it can be replaced for the price of repair; (2) an attitude that you get only what you pay for, and that a cheap watch won't hold up as a quality watch will; and (3) a quality watch has emotional values and is a highly valued personal possession. These segments were identified as "don't care," "product value," and "emotional value."

It turned out that "product value" amounted to 46% of the market; "emotional value" 31%; and "don't care" 23%. As might be assumed, most of the "don't care" segment would go for cheap watches, most of the "emotional value" segment for high-price watches. The great middle segment divided into a number of price categories, but only a minor bloc turned up in the cheap watch bracket.

Research indicated that these attitudes were independent of family income. Jewelry stores do far better with people who attach emotional values to watches; discount stores do far better with those who "don't care." Swiss watches do well with all segments. =

So who needs water?
You do!
CAST IRON PIPE

WATER, WATER *This b&w page set for July 3 U.S. News & World Report and July 24 Newsweek by Cast Iron Pipe Research Assn., Chicago, is part of its educational drive, prepared by Buchen Advertising, Chicago.*

Sammons Joins Fordyce

Francis E. Sammons Jr., formerly vp of Ted Bates & Co., New York, has joined the newly established Fordyce & Dole Associates, New York management consultant.

Blair Moves in Chicago

John Blair & Co., Blair-TV and Blair Television Associates, station representatives, have moved their Chicago offices to the new Blair Bldg. at Michigan and Erie.

Smith-Corona, C&W Split; New Agency Sought

(Continued from Page 1)

name a new shop "for a month or so." At the moment, the company is "merely checking agencies on paper," prior to sitting down for head-to-head talks.

The previous relationship between agency and client was described by one adman as "long and effective."

■ The agency, meanwhile, was "very surprised" by Smith-Corona Marchant's decision, which affects nearly $2,000,000 in billings. "Some agency planning for Smith-Corona's next campaigns are still on the boards," said one man from C&W.

Cunningham & Walsh has had the Smith-Corona portion of the account since 1935 (until 1952, Smith-Corona was known as L. C. Smith & Corona). In April, 1958, a merger between Smith-Corona, Syracuse, and Marchant Calculators, Oakland, Cal., created the Smith-Corona Marchant name.

The previous Marchant agency, Foote, Cone & Belding, San Francisco, stayed on until last November, when it resigned the business. Cunningham & Walsh thereafter picked up Marchant's billing, said to be about $300,000, thus consolidating the account.

■ Both Marchant and Smith-Corona have, in the past, tended to put promotion monies into eye-opening ad tactics. In September, 1959, Smith-Corona bought the first front-cover gatefold in the history of *The Saturday Evening Post* at a cost of $139,000. Last December, Marchant—operating on the principle that you can make money by giving some away—gave a total of 20,000 silver dollars, in the form of paperweights, to those who tested a Marchant calculator.

The silver dollar premium idea, according to Ward Koepenick, vp and general sales manager of Smith-Corona Marchant office products, came from the existing Foote, Cone. In all, Marchant invested $200,000 of its $300,000 budget in the plan.

Smith-Corona Marchant has keyed its latest typewriter push to the mounting popularity of electric typewriters in the office field. Late last year it introduced a new "compact" model ("an office electric without extras") to sell for $225—comparable to manual models and about 50% less than Smith-Corona's own standard electric.

A portable electric campaign, which broke recently on Dave Garroway's "Today" show on NBC-TV, network radio spots, and in consumer magazines, completes a Smith-Corona marketing trio.

■ Although the company did not enter the electric field until 1955, it has been hoping to vault to No. 2 spot, via the $225 office compact. Reportedly, Smith-Corona Marchant holds about 10% of the typewriter market, along with Royal McBee, Remington, Underwood, and a group of foreign and small U. S. brands. International Business Machines, the electric pioneer, is said to have more than 50% of that market. =

Steele Joins WINS

Ted Steele, formerly vp of WNTA, Newark, has been appointed general manager of WINS, New York, replacing Harold (Hap) Anderson, who has resigned to become president of First Carolina Corp., Columbia, S. C.

EFFECTIVE JULY 1, 1961

THE
SANTA ANA
CALIFORNIA
REGISTER
WILL BE REPRESENTED
NATIONALLY BY
KELLY-SMITH CO.
NEW YORK • CHICAGO
DETROIT • ATLANTA
BOSTON • PHILADELPHIA
SYRACUSE • MIAMI
LOS ANGELES • SAN FRANCISCO

need
action next week?

GIVE LIFE
YOUR PLATES WEDNESDAY
START SELLING
COAST TO COAST
JUST 7 DAYS LATER

When you need to act fast, follow the example of Champion Spark Plug, who used LIFE's 7-day fast close for a black-and-white page in LIFE's June 16th issue. And in this same issue, National Homes used two special LIFE facilities: LIFE's 22-day, fast four-color close for three pages announcing new models...LIFE's split-run service for a fourth page of dealer listings. Today, when *you* have to move fast, move with the speed of LIFE.

LIFE

The
San Francisco Chronicle

- Leads its nearest competitor in Northern California by more than 19,000 daily circulation.

- Has the largest daily circulation ever attained by any newspaper in Northern California.

Total Daily Circulation
of San Francisco Newspapers

CHRONICLE	**295,179**
EXAMINER	**275,530**
NEWS-CALL BULLETIN	**200,951**

Source: Analysis of figures for quarter ending March 31, 1961 as contained in ABC Publisher's Statements for six months ending March 31, 1961, subject to audit.

. . . and on Sunday
The Chronicle has reached an all-time high of

326,072

Source: Figures for quarter ending March 31, 1961 as contained in ABC Publisher's Statements for six months ending March 31, 1961, subject to audit.